

Southern **HARDWARE**

Including the **SOUTHERN FARM EQUIPMENT** section

FEBRUARY
1956

In this issue
Special Section on
Housewares Promotion
Pg. 58



THE DOUBLED APPEAL OF QUALITY AND THE BEST KNOWN NAME IN GARDENING:

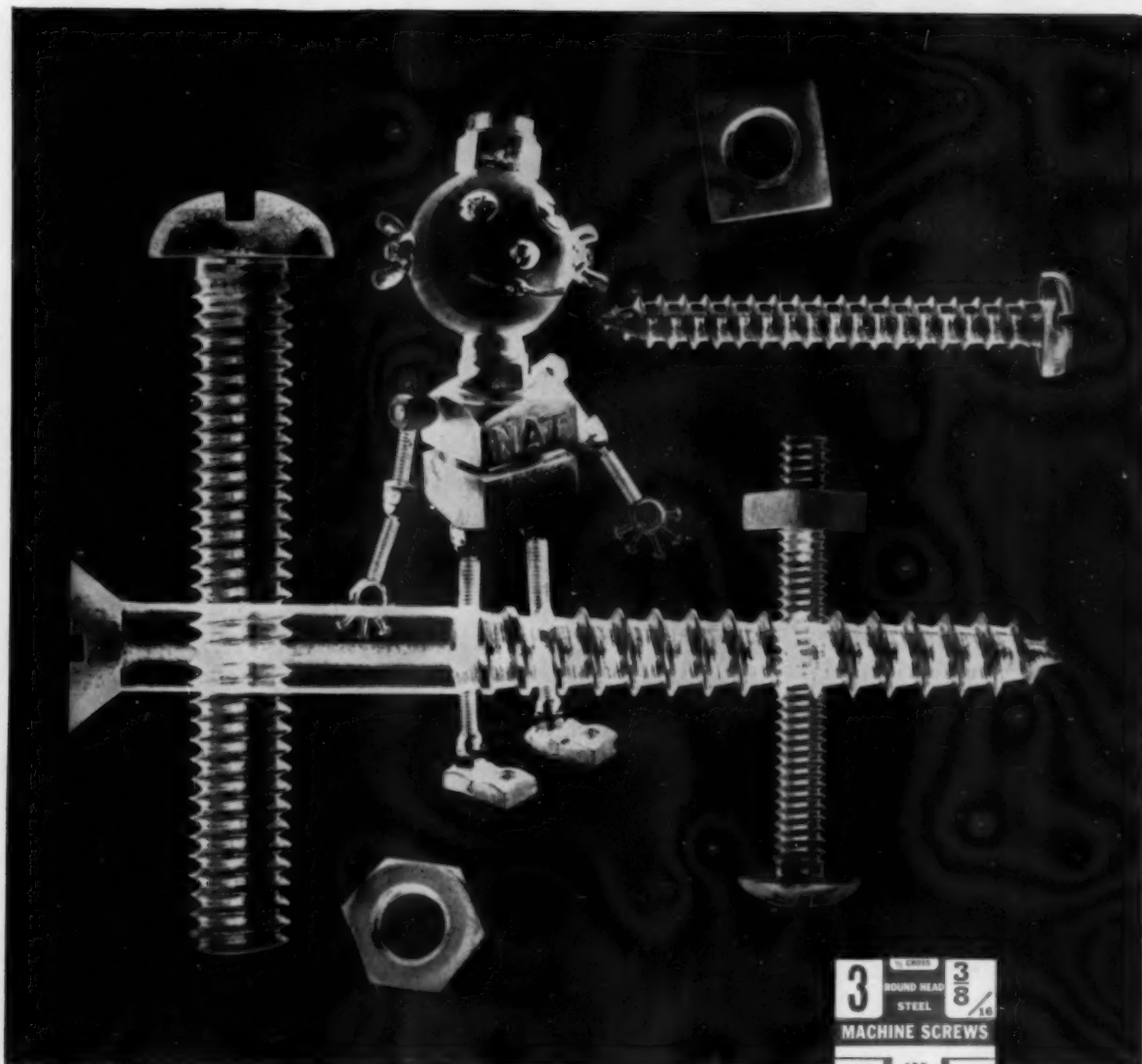
Green Thumb tools are the highest quality lawn and garden tools made. Quality stands out in their careful forging, their beautifully finished handles of clear natural ash, their perfect balance and

exclusive guarantee. No other steel goods offer such profitable return to dealers who mass-display these modernly styled tools as a matched line.

The Union Fork & Hoe Co., Columbus 15, Ohio

Green Thumb® lawn and garden tools





STANDARDIZE ON "NATIONAL" ... for easier stock handling

Easy-to-read labels on attractive National fastener packages are color-coded to give you easier stock handling. With this feature . . . plus the convenience of one-source buying from National's most complete line of fasteners . . . you will find it pays to *standardize on National*.

THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave. • Los Angeles 22, Cal.

3 100 3/8
ROUND HEAD
STEEL
MACHINE SCREWS

5 100 1
16 TRUSS
HEAD
STOVE BOLTS

1 1/2 100 14
PAN HD.
TAPPING SCREWS

1 1/2 100 12
FLAT
HEAD
STEEL
WOOD SCREWS

3 50 10
4 NUTS
HEAVY SEMI-FIN

Wood Screws
Machine Screws
Nuts
Cap Screws
Tapping Screws
Stove Bolts
Carriage Bolts
Lag Bolts
Machine Bolts
Cotter Pins



Fasteners



Hodell chains



Chester hoists



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Volume 125

Number 2



Guess what's going through his mind

He's seen what winter weather can do to the contents of a poorly-roofed barn. He's also seen Stormproof galvanized steel roofing advertised strongly in *Southern Planter* and *Progressive Farmer*. All he needs to see now is your stock of Stormproof roofing. Remember—spring is just around the corner, and so are customers for Stormproof. Will you be ready to fill their roofing needs?

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.



what customers want in Insect Wire Screening they get... in **CF&I GOLD STRAND!**



uniformity. Gold Strand® Insect Wire Screening is woven to the industry's most rigid specifications, without unsightly splices or snakey wires. Customers are assured of a neat, uniform mesh and attractive, even runs of any length.

flat surface. Gold Strand rolls out flat... assures easy installation for professional and do-it-yourselfer alike. Special reinforced selvages hold screening true—provide a good body for tacking that won't pull out of the molding.

durability. Galvanizing on Galvanoid Gold Strand exceeds standards set for the industry; all Gold

Strand screenings provide superior wear and weather-resistance for longer life.

It's easy to see why Gold Strand is the world's sales leader among all insect wire screenings! With Gold Strand, you can offer screening in Galvanoid, Bronze (bright or antique), Aluminum; screening in all of the popular widths and a variety of selvages. It meets every job and budget requirement.

A conveniently-located CF&I Warehouse assures you of speedy stock delivery when you need it. There is no need to maintain big inventories to meet seasonal rushes—another reason why it pays to handle Gold Strand. For full details, information, and selling aids, contact your jobber or Gold Strand sales office today.



GOLD STRAND **INSECT WIRE SCREENING** PRODUCT OF WICKWIRE SPENCER STEEL DIVISION THE COLORADO FUEL AND IRON CORPORATION

THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings • Boise • Butte • Casper • Denver • El Paso
Ft. Worth • Houston • Lincoln (Neb.) • Los Angeles • Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City
San Francisco • Seattle • Spokane • Wichita

WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia
OTHER CF&I-WICKWIRE HARDWARE PRODUCTS—Clinton General Purpose Welded Wire Fabric • Wisco TV Guy Wire • Wisco Flexible
Wire Clothes Line • Clinton Hardware Cloth • Clinton Hex Mesh Netting • Mechanic's Wire • Quick Hitch Gate Springs • Perfection Door Springs

3460

Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 124, 125 February, 1956 No. 2

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SOUTHERN POWER & INDUSTRY

W. J. HOOKE, *Chairman of the Board*; RICHARD P. SMITH, *President and Treasurer*; T. W. McALLISTER, *First Vice-President*; E. W. O'BRIEN, *Vice-Pres.*; A. E. C. SMITH, *Vice-Pres.*; JOHN C. COOK, *Vice-Pres.*; A. F. ROBERTS, *Secretary*; SEBA J. JONES, *Assistant Secretary and Treasurer*

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YOUR NEW GUARANTEE

the fact is: PET quality is proved by unbiased reports from a leading research institute. Proved by on-the-job tests by workmen. Watch for the PET Job-Tested seal. It's your guarantee of top-quality tools.

the fact is: Both distributors and dealers get top volume with PET's new and different plan. It's a continuing, local area sales plan with big, powerful newspaper ads, and the most complete, proven merchandising kits the industry has ever seen. Plus our sales and advertising personnel, on the spot, to help distributors! Plus a potent national campaign!

the fact is: Once you find out about this new and different PET plan, you'll find a new high in power tool sales!

**those who depend on tools,
depend on . . . PET**

..... mail coupon today for full details

mail to: GEORGE WEATHERBY, Sales Manager
PORTABLE ELECTRIC TOOLS, INC. Dept. SH2-56
320 West 83rd Street, Chicago 20, Illinois

Please send me full details about your new local area PET sales plan.

NAME

FIRM NAME

ADDRESS

CITY STATE



A new **DOUBLE EDGE** Hack Saw Blade

now one hack saw blade for
cutting all thicknesses of metal



Home owners and mechanics will really go for this new double edge flexible blade.

This is something really NEW for Hand Hack Saw Blades. One 12 inch double edge blade that handles all thicknesses of metal cutting. 18 teeth on one edge for general

heavy cutting . . . bolts, pipe and rod; 24 teeth on the other edge for cutting thin sections . . . sheet metal, light tubing, thin wall conduit, etc. HEAVY cutting and LIGHT cutting all on one blade.

And these new double edge blades are individually carded and packaged in a real **SELL** display. This will give you impulse sales on what is often an accommodation item.

50 carded blades to the display. Ask your jobber for this really **NEW** Hack Saw Blade.

G. W. GRIFFIN CO. • FRANKLIN, NEW HAMPSHIRE

Sales Representatives: John H. Graham & Co Inc., 105 Duane Street, New York 8, N. Y.

Griffin

FRANKLIN,
NEW HAMPSHIRE,
U. S. A.



YOU RING UP THE PROFITS

Unless you make the sale — you don't make a profit. And — chances are that unless you sell the Perfection Line of milk filter discs you are losing a lot of good business. For two very good reasons . . .

1. **PERFECTION** is the only complete line of milk filter discs designed to meet the needs of ALL of your dairy farmer customers.
2. For almost half a century now — this has been the preferred line of discs AT THE STORE — where YOU make the sale and profit.

Single source for all three brands means you can combine for minimum shipment. Half cases available where preferred. Write for samples and prices.

Three great brands . . . all best sellers

ELGRADE — Priced low for the economy minded

PERFECTION — Oldest and best known

DUBL CHEM — For the man who wants the best

In 1956 the Perfection Line of discs is being backed by the most powerful national advertising campaign in our history. Doesn't it make good sense to stock the line that SELLS THROUGH YOU.



BLUE STREAK

COFFEE FILTER DISCS FOR EXTRA SALES and PROFITS

Your customers are asking for them. Display them in the NEW — handy carton pack, for easier handling — greater sales appeal — less inventory — more profit. Free samples on request.

SCHWARTZ MFG. CO. • TWO RIVERS, WIS.



FOR
DRIP OR
PERCOLATOR



POWER-PROMOTION COMING UP

...for BARD-MATIC garbage eliminators!

ONLY \$39.95 RETAIL

DEALERSHIPS OPEN NOW!

BIG COLOR ADS START IN MARCH

Take an increasingly popular item like the Bard-Matic Garbage Eliminator... with an ever-widening market and virtually no competition! Combine the mass pulling-power of nine top national magazines. Tell how garbage chores are wiped out like magic in an appealing, hard-selling story. Time it all just right... and brother, you've got power-promotion!

ACT NOW! The Big Spring push is coming up—fast! Start preparing to reap the

ready profits from this power-packed advertising campaign scheduled to break in March. Dealerships are now open. Send in coupon below for complete information on all advantages of handling the Bard-Matic Garbage Eliminator.

NEWS FLASH!!! We'll also tell you about a brand new MAGGOT and ODOR KILLER for every garbage can in your area! Write today!

- January
- February
- ✓ March
- ✓ April
- ✓ May
- ✓ June
- ✓ July
- ✓ August
- ✓ September
- ✓ October
- November
- December



Attractive, eye-catching displays help you sell Bard-Matic Eliminators. You'll receive plenty of merchandising aids, including newspaper mats, radio spots, window banners, plus powerful national advertising to tie in with your local promotion.

BARDMATIC CORP., MUSKEGON, MICH.

Attn: Dept. SH-2

- ☐ I am interested in hearing more about Bard-Matic Garbage Eliminators. Please rush full details.
- ☐ Tell me about new maggot and odor killer, too.

Name _____

Address _____

City _____ State _____

Take a new look at lawn watering and sprinkler performance this season!

To properly water any lawn, you must lay down enough water to penetrate evenly to a depth of at least three inches.

In order to do this effectively, it is necessary to use a sprinkler, and a hose size, that will deliver water in enough volume to get the water down where and when it is needed.

■ Now you can sell sprinklers that exactly fit your customer's lawn at the price he wants to pay. You can offer complete watering performance information on each of these Nelson Sprinklers for the first time this season.

From the Nelson "Clipper" at \$3.25, to the Dial-a-Rain at \$12.95, "performance" and

"pocket book" are matched to your customer's requirements. Nelson sprinklers are designed to do a specific watering job for the home with a forty-foot front or for the large lawn.

Guarantee and complete point-of-sale performance information are included with each of these Nelson sprinklers ready for delivery NOW!

 <p>DIAL-A-RAIN® retail \$12.95</p> <p>Adjustable Oscillating Sprinkler With dial control at "Full"—Covers 2193 sq. ft. or area 43'x51'. Puts down 1" of water in 4.5 hours. Other settings cut area and time in half. Area covered is rectangular.</p>	 <p>WHIRLING SQUARE® retail \$8.50</p> <p>Adjustable Whirling Sprinkler With dial set at "High"—Covers 1764 sq. ft. or area 42'x 42'. Puts down 1" of water in 3.7 hours. Other settings cut area and time in half. Area covered is square shaped.</p>	 <p>POPPY® retail \$3.95</p> <p>Whirling Sprinkler on Wheels Covers 1390 sq. ft. or area 42' in diameter. Puts down 1" of water in 2.5 hours, or 5.7 GPM. Area covered is circular.</p>	 <p>CLIPPER® retail \$3.25</p> <p>Whirling Sprinkler Covers 962 sq. ft. or area 35' in diameter. Puts down 1" of water in 2.1 hours. Area covered is circular.</p>
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L. R. NELSON MFG. CO., INC.
PEORIA, ILLINOIS



Write today for your copy of
the new Nelson booklet
"How to Get Top Performance
from Your Lawn Sprinkler."



ROCKET
NON-SLIP GRIP
 in Wet
 or Gloved Hand

Wickory Handle
TARGET
Popular Price

ET
HANDLE
SHOCK

TRUE TEMPER HAMMERS
 In HICKORY or STEEL
 GET THE BALANCED FEEL

ROCKET
BEAUTY
UNSURPASSED

KELLY PERFECT
COMPLETELY
HEAT-TREATED
3 WAYS

TARGET
FIRE HARDENED
HANDLE

ROCKET
NEW SAFETY
AND STRENGTH

KELLY PERFECT

TARGET

ROCKET

ROCKET HEAVY DUTY



"You'll Sell Hickory and Steel with This Hammer Deal... Get Full-Color Display FREE!"

Here is what True Temper offers you in '56 to help you sell *more hammers for greater profits*.
New Rocket Tools . . . the high-profit sales leader in all America.

New Hickory Appeal . . . the premium-quality "Kelly Perfect" and the "Target" hammers have been given *new buy-appeal*. They're priced to sell the market below the famous Rocket hammers.

Free Motion Display . . . has eye-catching, sales-making action that stops shoppers and sells hammers. Doesn't take one inch of precious counter space. It's made of heavy cardboard

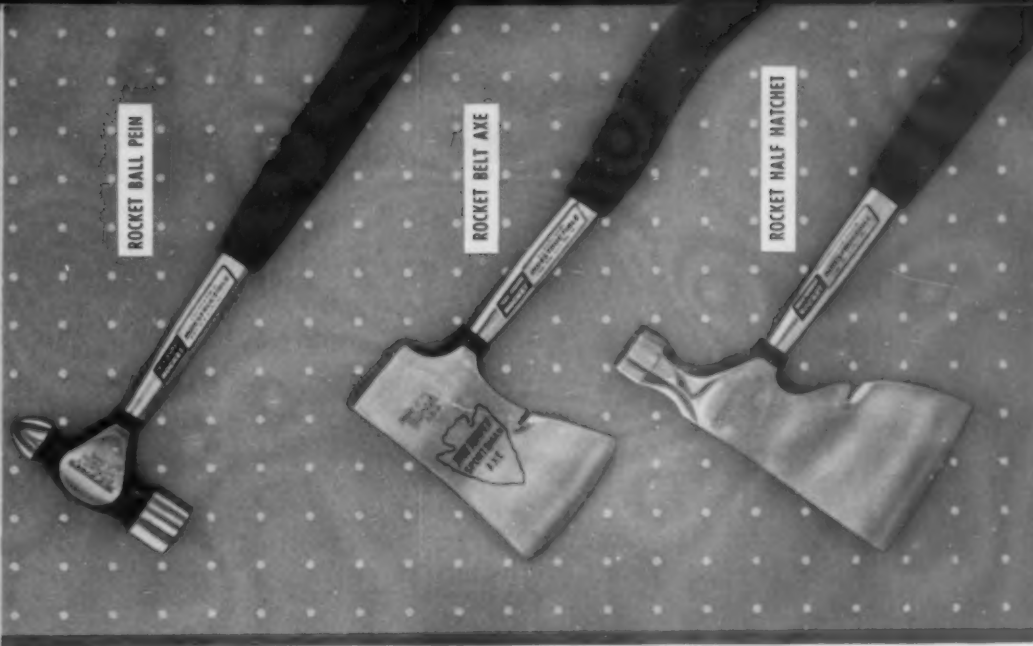
with a glossy finish and printed in full color on both sides. Stays clean and attractive for months. This valuable display is available free **ONLY** from your True Temper Wholesaler. See him to order it shipped direct to you . . . and turn waste overhead space into sales dollars.

Mass Advertising . . . one of the biggest advertising programs in hammer selling history will tell your customers to see you about True Temper hammers and other tools.

This all adds up to one fact of importance to you . . . *In Hickory or Steel, True Temper Has The Hot Hammer Deal For 1956.*

TRUE TEMPER®

You Can Look to  for Leadership



ROCKET BALL PEIN

ROCKET BELT AXE

ROCKET HALF HATCHET

Total Circulation: 25 MILLION

These 12 nationally distributed magazines have a combined circulation exceeding 25 million copies. They reach your customers right in your neighborhood with True Temper advertising . . . to help make your business better.



AMERICA'S MOST REMARKABLE SCALE

LIGHT-UP DIAL

COUNSELOR

Star-Lite



ALL NEW!
model 609

Again . . . COUNSELOR gives you the sales edge over conventional scales. The INSTANT the scale is stepped upon, the dial is flooded with light . . . *automatically!* This feature captivates customers, for it is *positively the easiest-to-read* scale ever offered to them. Light-up dial . . . high fashion design . . . sleek, floor-hugging silhouette . . . unsurpassed accuracy. Merchants who recognize the sales potential created by this combination will record new heights in volume and profit during 1956. Write *Counselor Star-Lite* on your next order. There's no other scale like it in America.

STEP ON IT...AND SEE!

- LIGHT-UP DIAL assures easier weight reading even in well-lighted room.
- LIGHT-UP DIAL is a boon to people who have visual deficiencies.
- LIGHT-UP DIAL encourages children to weigh regularly . . . makes "keep-fit" activities fun.
- LIGHT-UP DIAL completely eliminates lens glare caused by overhead lights.
- LIGHT-UP DIAL has long service life. When required, standard flashlight bulb and/or battery can be easily replaced.

COLORS: White, Turquoise, Burgundy, Blue, Pink, Yellow, Green



Retail

\$9⁹⁵ EAST

\$10⁴⁵ FAR WEST

COUNSELOR
Scales

THE BREARLEY CO., ROCKFORD, ILL. AMERICA'S FOREMOST AND LARGEST PRODUCER OF BATH SCALES



Dealers Profit!



New GREEN SPOT Extra-Profit Package Sets A Dealer Up With A Money-Making Sprinkler Assortment At 40% Discount!

This "10-Sprinkler" Extra-Profit Package puts a dealer in the sprinkler business with a good assortment of the most popular sellers. **Green Spot** is the leading line in quality, variety, national advertising and promotional support.

Order **Green Spot** now, for extra sales and extra profit!

No. H-404 "10-Sprinkler" Extra-Profit Package:

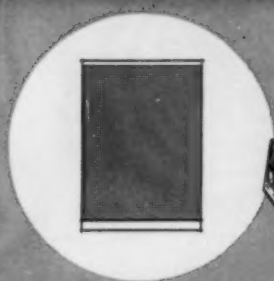
1 H-367 Waterite Oscillating Sprinkler	\$14.95
1 H-340 Waterbob Impulse Sprinkler	9.00
2 H-366 Twin-Dial Sprinklers @ 8.95 ea.	17.90
2 H-334 Two-Arm Adjustable Sprinklers @ 6.50 ea.	13.00
1 H-346 Four-Arm Sprinkler	4.95
3 H-354 Three-Arm Sprinklers @ 3.75 ea.	11.25
Total Retail Value	\$71.05
Cost to Dealer	42.63
Dealer's Plus Profit	\$28.42

Green Spot
Scovill Manufacturing Company
Waterbury, Connecticut

Order from your wholesaler...use this coupon now!

TO: _____
(name of your wholesaler)
Please ship _____ Green Spot No. H-340-3 "Waterbob"
(quantity)
Impulse Sprinkler Extra-Profit Package(s) to:
Store: _____
(your store name)
Address: _____
City & State: _____
Person Ordering: _____

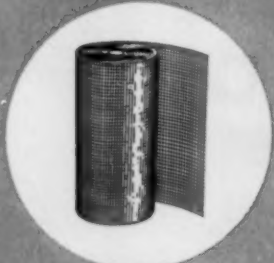
Everything in Aluminum Screens right in your **OWN BACKYARD!** *



BURNS LIVE WIRE TENSION SCREENS

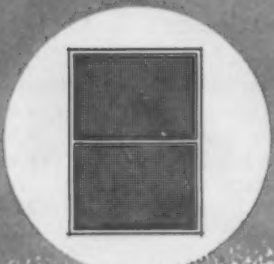


Packaged profits — ready sales! The Burns Screen's superb quality features have been sparking dealer sales all over the South. They're easy to display, easy to sell, easy to install, easy to store. And every one is colorfully packaged — *individually*.



CONWIRE ALUMINUM SCREEN CLOTH

Woven in Consolidated's Covington plant. From a $\frac{3}{8}$ " aluminum rod, 28 dies in three separate machines produce .013" wire. Result: a perfect screen that is quality controlled from rod to aluminum cloth. Shipped direct from our Atlanta warehouse.



CONWIRE FULL FRAME SCREENS

Practical beauty for any type window — double hung, awning, casement, jalousie, hopper, traverse — you name it. Conwire Screen is rolled into precision-made, heavy gauge aluminum frames fabricated in Consolidated's Atlanta plant.



From our own plants in Covington and Atlanta, Georgia, Consolidated Wire Products Company delivers

3

TOP SELLING PRODUCTS IN ONE VERSATILE LINE

*For information,
write or call...*

Consolidated
WIRE PRODUCTS
C O M P A N Y

249 SPRING STREET, S. W., ATLANTA, GEORGIA • ALPINE 4514

CASH IN ON CUSTOMER ENTHUSIASM FOR ANOTHER FINE COLT REVOLVER



NEW! "TROOPER" MODEL **\$71.05** TAX INCLUDED
Finest Colt quality — priced for volume sales!

Calibers: .38 cal; .38 Special (mid-range, regular and high speed loads). .22 cal; .22 Long Rifle (regular or high speed loads).
Length of Barrel: 4 inches. Length Overall: 9 1/4 inches. Weight: .38 Special, 34 ozs.; .22 L.R., 37 ozs. Sights: Accro rear sight, adjustable; front sight, quick-draw ramp type, 1/8" wide. Stocks: checkered walnut, square butt. Finish: Dual-tone blue.

Here is a beauty designed to fulfill a demand for a heavy-duty, holster-type Colt revolver with *target-sight* accuracy.

The new Colt Trooper will sell "on sight" to hunters, campers and outdoorsmen who rely on a sidearm for protection — or enjoy one purely for sport. As soon as you grip this gun, you get

the unmistakable feel of reliability, balance and accuracy that has been a byword with Colt since the first revolver. Sight it and you're sold!

Display the new Colt Troopers prominently in your gun case, show them to prospects who take pride in fine guns, and you'll make sales.



ADJUSTABLE SIGHTS! 1/8" standard, designed to give you a far more accurate sighting plane. Rear: COLT ACCRO is inlet into the frame, won't get out of adjustment. Simple, positive windage and elevation adjustment, one minute clicks. Front: glare-proof, ramp type with holster-free blade.



FOR THE MASTER SHOOTER — (on special order) fast-cocking wide spur hammer (\$2.75 extra), and tournament type custom Walnut Stocks (\$5.50 extra). Sold as accessories: wide spur hammer \$6.50; custom stocks \$7.50.



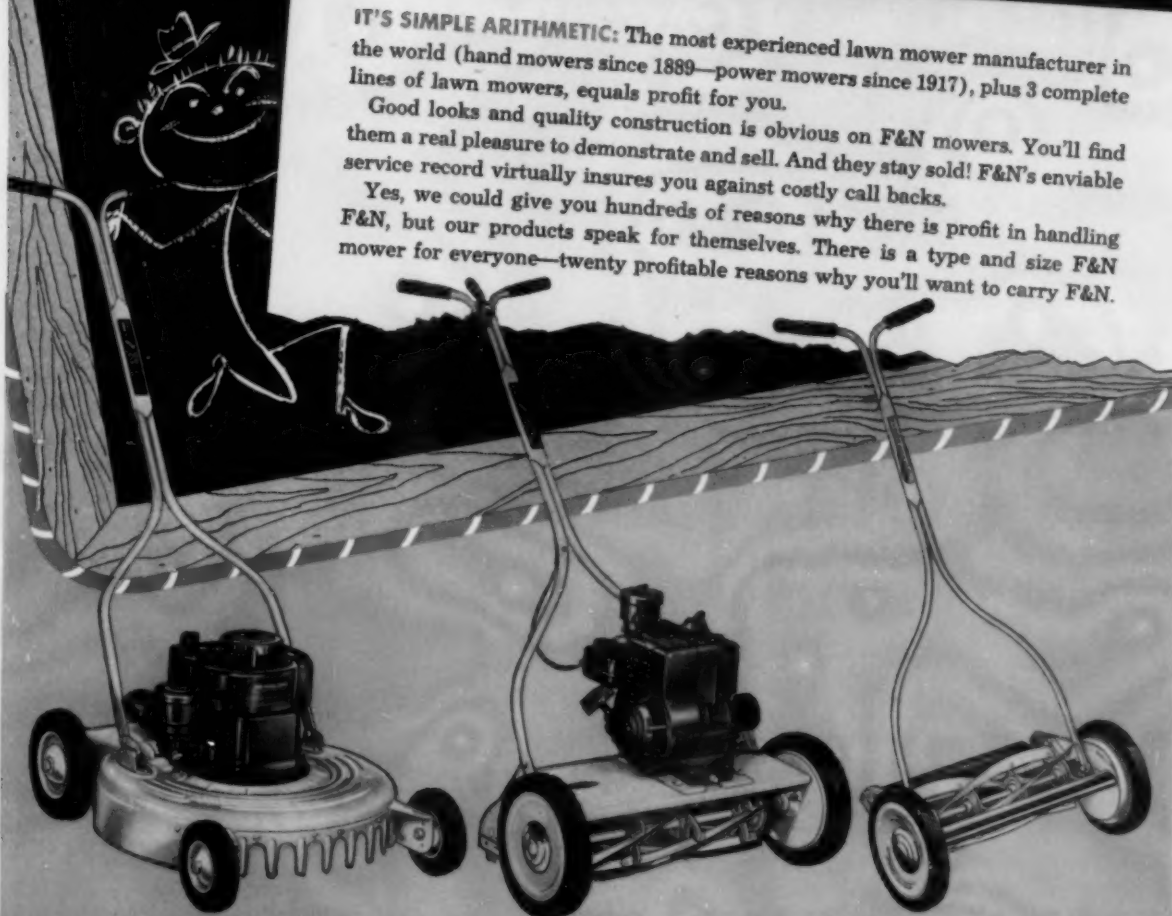
COLT'S PATENT FIRE ARMS MANUFACTURING COMPANY, INC.
Hartford 15, Connecticut

F&N + 3 LINES = DEALER PROFIT

IT'S SIMPLE ARITHMETIC: The most experienced lawn mower manufacturer in the world (hand mowers since 1889—power mowers since 1917), plus 3 complete lines of lawn mowers, equals profit for you.

Good looks and quality construction is obvious on F&N mowers. You'll find them a real pleasure to demonstrate and sell. And they stay sold! F&N's enviable service record virtually insures you against costly call backs.

Yes, we could give you hundreds of reasons why there is profit in handling F&N, but our products speak for themselves. There is a type and size F&N mower for everyone—twenty profitable reasons why you'll want to carry F&N.



3

ROTARY POWER MOWERS

All featuring F&N's safety engineered cutter housing and floating tubular steel handles. One 20-inch and two 18-inch models.

4

REEL-TYPE POWER MOWERS

Each one designed for satisfaction-giving, dependable operation. The "24", "21", "18" Deluxe, and "15" are the finest reel-type power mowers made.

13

HAND MOWERS

Headed by the peerless "Alum-alite" with special performers like the "Bent Grass Special" and "Ace Edger-Trimmer". Nine models feature F&N's patented self-adjusting ball bearings.



F&N LAWN MOWER COMPANY

Richmond, Indiana

Hand Mowers Since 1889—Power Mowers Since 1917

here's a **BRAND-NEW** *twosome*
FOR SKY-HIGH PROFITS!

Ocean City's new 1810
 level wind reel and Montague's
 new-as-tomorrow CLASSIC VII solid
 glass rod make a red-hot baitcasting
 combination. A quick look at these features
 will tell you they're red-hot profit-makers, too!

- 1.** The 1810 Ocean City Reel.
 Level-wind; gleaming 24-carat gold-plated;
 solid brass construction for super strength
 and corrosion resistance; anti-backlash;
 100 yd., smooth-as-silk spool.



To Retail at
 Approx.

\$7.95

- 2.** The Montague
 Classic VII Baitcasting Rod.
 Crystal clear, solid glass shaft;
 color-blended black-and-gold
 trim and grip; 3 gold-plated
 guides; cloth bag.
 3 sizes:

4½ feet
 5 feet
 5½ feet

To Retail at
 Approx.

\$6.95

fishings finest for '56

MONTAGUE-OCEAN CITY

MONTAGUE-OCEAN CITY ROD & REEL CO.

PHILADELPHIA 34, PA.





SERVICE

***Before you give it,
you must get it!***

You can count on GOOD SERVICE FAST from Southern:

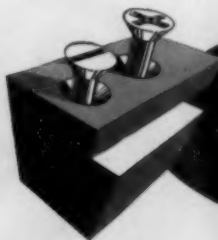
1. Miles of stock insure you one-source supply.
2. Order for stock items filled as fast as received—teletyped, phoned, wired or written.
3. Southern Packaging designed after extensive survey to make handling fast, easy, and secure.
4. Attractive, water and soil resistant cartons for eye-catching display.
5. Silhouette labels for quick and sure identification.

No matter what your requirement, pass it on to Southern.
It is our job to meet your customer needs FAST.

*Wood screws in all sizes and finishes
Phillips and Slotted*

Steel Bolts • Machine Screws • Roll Thread Carriage Bolts
A & B Tapping Screws • Wood Drive Screws • Dowel Screws
Hanger Bolts

Write for free Color Label Chart, Package Stock Guide,
Bulk Stock List, Box 1360-S.



Southern
SCREW COMPANY
STATESVILLE • NORTH CAROLINA

Warehouses: NEW YORK • CHICAGO • DALLAS • LOS ANGELES
Sold Through Leading Wholesale Distributors



SPORTING GOODS DEALERS!

Here are Nationally known names in the finest lines of fishing equipment—names that your best customers know and appreciate for their quality and reliability. See your King Hardware Salesman for all your outdoor merchandise!

BETTS	PFLUEGER	FALLS CITY
IDEAL	BRONSON	SOUTH BEND
AIREX	JOHNSON	BEAD CHAIN
HEDDON	COLEMAN	SHAKESPEARE
WESTERN	MY BUDDY	GLEN L. EVANS
MITCHELL	ASHAWAY	WRIGHT & MCGILL

You can depend upon King Hardware for fast turnover, popular lines of sporting goods. These fine names and others are ready to be shipped on your order to our salesman!

**WRITE US FOR KING'S 1956 TACKLE AND
OUTDOOR SPORTING GOODS CATALOG**

KING HARDWARE COMPANY

490 Marietta St., Atlanta, Ga.

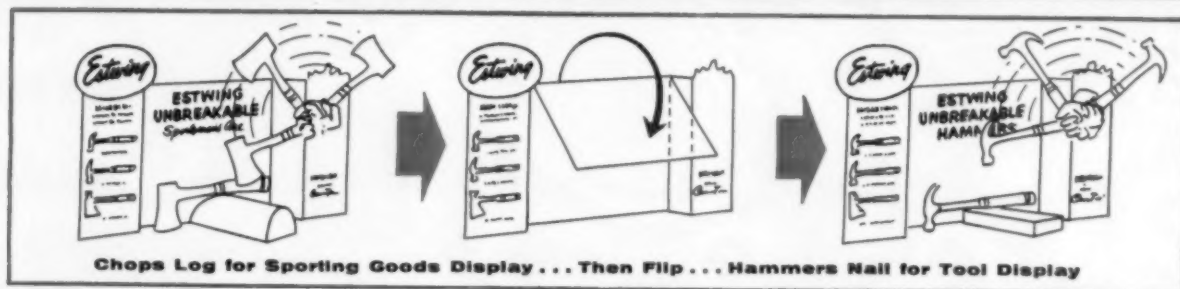
Another *ESTWING* First

FREE two-in-one **ACTION** display

ATTRACTS CUSTOMERS • SELLS TOOLS FAST



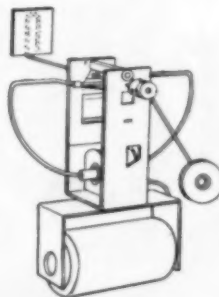
USE IT NOW FOR SPORTING GOODS WINDOW...



**CAPTURES ATTENTION . . . HELPS
SELL RELATED ITEMS**

This beautiful full color action display spotlights attention anywhere it is set up. Use it as an axe display to build a sporting goods window then PRESTO change it to a hammer display as the feature for a "do-it-yourself" window.

Estwing is the action line. Depend upon Estwing to provide the independent hardware retailer with sales promotion that brings sales action.



**DISPLAY OPERATES FOR
WEEKS ON A SINGLE
FLASHLIGHT BATTERY.
NO FIRE HAZARD.**

Mr. Dealer:

Here is the new Estwing action display with all the improvements you asked for. It's patented to give you an exclusive sales help that no one else can offer. Get the jump on competition, and order yours today.



CHANGE IT TO HAMMER DISPLAY ANYTIME...In 3 minutes

How to order your FREE D12 Action Display This outstanding action display is available free, and packed with a selection of 12 of the fastest moving Estwing tools as shown.



1-E24A



1-E12C
4-E16C
1-E20C



1-E2H



2-E16S
2-E20S

TOTAL RETAIL PRICE 12 TOOLS	\$53.20
DEALER COST 12 TOOLS	35.47
DEALER PROFIT	17.73

D12 ACTION DISPLAY SHIPPED FREE WITH ABOVE SELECTION

ORDER NOW and we'll pack 1 dozen Estwing nail guides FREE with your display and tool assortment.



Tells the "do-it-yourself" penny size nail for each job, quantities per pound, and the correct hammer for each type of work.

Put this ad in your want book, NOW!



ESTWING MFG. CO., ROCKFORD, ILL.

DAZEY CHURNS

really move fast!



High-speed Dazey Churns can be one of your fastest-moving, most profitable items. Stock them and see!

You sell the best when you sell famous Dazey Churns. Hand-operated or automatic electric, Dazey Churns have the exclusive four-leaf clover body—designed for faster, more efficient churning. Contact your Dazey Distributor now!

← DAZEY ELECTRIC CHURN

High-speed, operated by quiet, 110 V. single cycle-phase AC motor. Propeller dasher snaps off for easy cleaning. Extra strainer cap for draining off buttermilk, washing butter. No. 4-ER gross capacity 1 gallon. Churning capacity 2 quarts. No. 8-ER gross capacity 2 gallons. Churning capacity 1 gallon. Retails at \$24.95 and \$27.95.

DAZEY HAND CHURN →

High speed with fully enclosed gearing, streamlined dasher. Special strainer separates the buttermilk from the butter when pouring. No. 4 gross capacity 1 gallon. Churning capacity 2 quarts. No. 8 gross capacity 2 gallons. Churning capacity 4 quarts. Retails at \$5.95 and \$6.95.



**FEATURED
VALUE**

by **ARROW**

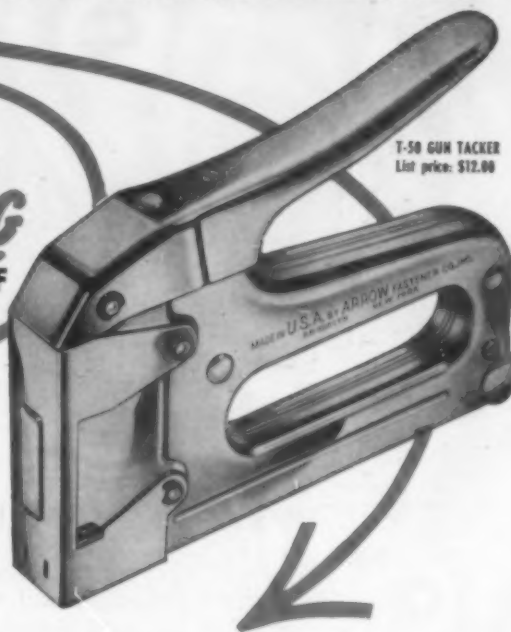
for IRHA HARDWARE WEEK

HELP YOURSELF
TO SUBSTANTIAL PROFITS
WITH THIS **FAST SELLING**
INDUSTRIAL and DO-IT-YOURSELF
STAPLING TOOL!

AS ADVERTISED IN
The Saturday Evening

POST

APRIL 14TH ISSUE



T-50 GUN TACKER
List price: \$12.00

SPECIAL! FOR HARDWARE WEEK ONLY!

**FREE
STAPLE LIFTER**

(Packed with each T-50 Gun Tacker)

PLUS ++ (FREE on request)

- 1 Display Rack
- 200 Envelope Stuffers

Have Jobber send
us your request
for Display Rack—
Envelope Stuffers.
We will ship
direct.



\$1.00
retail
value

CONSUMER DEMAND!

The need for this modern nailing method is urgent today! ARROW GUN TACKERS cut nailing costs by as much as 70% for insulating, roofing, ceiling tile and many other uses in industry, building and do-it-yourself.

REPEAT STAPLE BUSINESS!

Your profits only begin with the sale of an Arrow Tacker! They grow and grow as customers come back time and again for staple refills. Remember! Gun tackers constantly use staples, like hammers use nails.

ACT NOW!

**ORDER FROM
YOUR JOBBER NOW!**



ARROW FASTENER COMPANY, INC.

ONE JUNIUS STREET, BROOKLYN 12, N. Y.



worth looking into!

Plymouth, a proven name with a proven plan, gives you an unusual opportunity to step into the profit picture.

The name Plymouth has been a buy-word for 132 years. This year the line offers you a wide variety of in-demand products... a few are pictured here.

The Plymouth plan of packaging and merchandising rope and twine brings above average turnover, keeps your in-

ventory low, your profits high.

Whatever your location and the needs of your customers, Plymouth can supply the right combination of rope and twine, plus the eye appeal that means buy appeal.

Carry the complete Plymouth line. Ask your distributor's representative for the packaging and displays best-suited for your store.



FIBRE-WHITE CLOTHESLINE—

The clean looking line that stays white, does not absorb water or dirt, won't swell, holds any type clothespin firmly. It's a low-cost PlymKraft product that is doubling in sales.

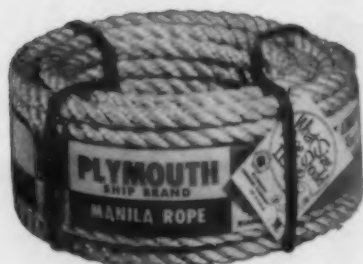


DACRON YACHT ROPE

A high tensile strength rope. Resists rot, teredo and other marine microorganisms. Elasticity is less than half that of nylon rope, slightly more than manila.

NYLON YACHT ROPE

High tensile strength, long-lasting rope. Because it's so strong and requires no preservative, it makes the easiest-riding mooring and anchor line yet developed.



THE HANDYPAK—

sells rope in 50' and 100' lengths. May be obtained in 13 assorted coils, of $\frac{1}{4}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ " diameter rope, to serve as your basic, low inventory stock.



CARTON PACKED COIL ROPE—

ideal for floor, shelf or counter display, keeps rope clean, easy to handle, easy to use, easy to sell—in half and full coil.



WATER SKI ROPE

Three rope types available, Yacht Manila, Linen and Polyethylene. Each towline 75' long with 5" eye for towing, and a 12" wood handle.



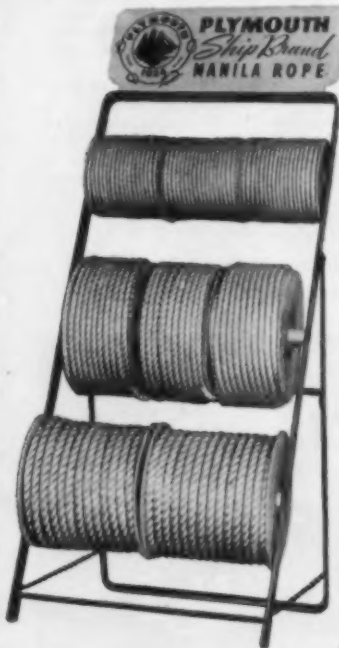
YACHT MANILA ROPE

Made from very choicest of manila fibers. Excellent for sheets, halyards and all other running rigging of yachts and other pleasure craft. Also linen yacht rope. A soft, smooth, white rope made from fine yarns spun from carefully chosen flax. A new treatment gives it water resistance and flexibility even when wet.



NYLON STARTER ROPES

Will outwear 5 cotton starter ropes. Comes packaged, 12 ropes to an attractive display carton. Each nylon starter rope 3' long complete with smooth wood handle.



PLYMOUTH SHIP BRAND MANILA ANCHOR LINE

A specially treated rope for anchor lines. Takes up almost no water at all, is mildew proof and long wearing. Stays easy to handle when wet.

THE SALESRAK—

takes little floor space. Equips you to sell rope off the spool in any length up to 300'. Supplied free with basic 16-spool inventory of 3 best selling sizes.

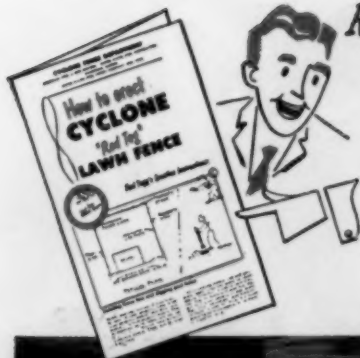
Plymouth Cordage Company

Plymouth, Massachusetts • New Orleans, Louisiana

ALL PLYMOUTH PACKAGED ROPES

Come in attractive display coils of 50' and 100'; $\frac{1}{4}$ ", $\frac{3}{8}$ ", and $\frac{1}{2}$ " dia. Standard shipping cartons of $\frac{1}{4}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ " contain 3-100' coils or 6-50' coils; $\frac{3}{4}$ " dia. contain 2-100' coils or 4-50' coils.





Red Tag's Merchandising Tips:

This folder can double your fence business this spring!



We think you'll agree that most homeowners would like to have a fence around their property. Especially those with children and/or pets. We think you will also agree that the reason many of them have held off buying fence is their fear of high installation costs.

Well, Cyclone has come up with a simple little sales tool which completely knocks that argument into a cocked hat. It's the handy little pocket-size folder pictured above. And it is available in quantity for free distribution to the prospective customers of stores carrying Cyclone "Red Tag" Lawn Fence and Gates.

With this illustrated folder as his guide, anybody can easily erect his Cyclone Lawn Fence himself. And the money your customer saves on installation may be just what he needs to buy those other home needs from you. Yes, we're sure that if you use this free erection folder properly—if you get it into the hands of enough homeowners, you just can't help but sell twice as much fencing. Why not give it a try this spring?

CYCLONE WOVEN LAWN FENCE is firmly and uniformly woven. Curved picket tops are even and symmetrical. Ends are locked securely into two top cables. Picket spacing is uniform. The extra deep crimp of the picket wires forms a lock for the cables. Horizontal cable wires are 2-ply twisted with a triple twist between pickets. The cable twist is reversed on the pickets instead of between them, forming a lock on the pickets.

CYCLONE WELDED LAWN FENCE. Every wire is held firmly in place by a strong weld at every joint. All wires are straight and true, held that way by the clean, firm welds. Welding is done neatly, without burnt wires. Arches in picket tops are uniform; spacing between wires is uniform. Horizontal cable wires are deeply crimped, giving the fence added stability. All wires are heavily galvanized steel. A very rigid enclosure for level property.

ORDER NOW! Cyclone Lawn Fence is available in both woven and welded, and in single and double-loop styles . . . in heights of 36, 42 and 48 inches. And there's a complete line of matching gates, as well as Flower Bed Border and Trellis. Just call your Cyclone jobber. And be sure to tell him how many of the erection folders you expect to distribute in your community.

a quality product that makes friends for your store!

CYCLONE FENCE DEPARTMENT, AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS CYCLONE "Red Tag" HARDWARE PRODUCTS

HARDWARE CLOTH
Welded Edge-Woven Fabric

INSECT WIRE SCREENING
Galvanized-Brass-Aluminum

FLEXIBLE STEEL MATS
Clean Better—Last Longer

CATCH-ALL BASKETS
100 Separate Welds

LAWN FENCE GATES
Woven or Welded Fabric

UNITED STATES STEEL

the BIG PROFIT line for '56

...with Briggs and Stratton,
Clinton, Lauson, GE and
Westinghouse Motors

Dixie Lawnmowers

Record Sales for 1955 point to BIGGER DEALER PROFITS in 1956!

HERE'S WHY!

DIXIE'S ULTRAMODERN DESIGN

Dixie's new line featuring the caster wheel models and the standard 4-wheelers combine the FORWARD LOOK with ADVANCED DESIGN into functional features and rugged construction. This means more sales . . . bigger profits for you in '56!

LIBERAL DEALER DISCOUNTS

The more Dixie Mowers you sell the more liberal the discounts. With the Dixie Profit Plan, plus increased freight allowances you can get into BIG MOWER profits quick in 1956!

DIXIE PRICES

Every mower in the complete Dixie line is competitively priced to sell . . . and sell fast! Dixie prices will bring you quick turnover . . . more sales, more profits for '56!

DIXIE ADVERTISING

Dixie has a well co-ordinated advertising plan that covers every phase of advertising requirements. It includes national advertising, jobber cooperative advertising, generous dealer advertising allowances . . . plus descriptive literature for mailing and store distribution.

DIXIE COMPLETE LINE

Over the years Dixie has developed a line of mowers that meets every customer requirement. It includes rear-caster wheel models, standard 4-wheel models, self-propelled models, rotaries and reels, gasoline engine or electric power and hand models. There's a Dixie Mower for every need, city lot or suburban acres. With the Dixie line you'll never miss a sale in '56!

DIXIE DEPENDABILITY

Dixie experience has developed a product of proven dependability. Dixie Dealers are free of costly service problems. Dixie users are free of worrisome breakdowns. Dixie Lawnmowers help you build customer confidence, help you build sales in other lines.

Stock the BIG PROFIT Line for '56!

Ask your Jobber for Complete Details. If he can't supply you, write TODAY for catalogue, prices, complete information.

SOUTHLAND MOWER COMPANY
DEPT. 110, SELMA, ALABAMA

"THE GRASS ALWAYS LOOKS GREENER IN A DIXIE YARD"

Nationally Advertised
21-Million Sales Impressions
Better Homes and Gardens
House Beautiful
House and Garden
Popular Gardening
Progressive Farmer

Double turnover and volume . . . get 9 times the average profit with **PYREX** ware!*



PYREX "HOT-SPOT" display available through your local distributor. See him for details.

TAKE A GOOD LOOK at your housewares investment. Are you getting the maximum return from all the items you carry?

With lots of products to sell, your display space is scarce. Don't waste it on slow movers. Display the line that's a proved champion in fast turnover—PYREX Ware.

There are many reasons for the success of PYREX Ware as a top money-maker.

1. **Top consumer acceptance.** PYREX Ware is the acknowledged leader in the field.
2. **Complete line.** There's a PYREX Ware dish for every cooking need.
3. **More mark-up.** PYREX Ware gives you greater than average margin of profit.
4. **Nearby distributor.** You get almost immediate delivery, which means faster turnover with a controlled inventory.
5. **Negligible mark-downs**—and no work-room costs.

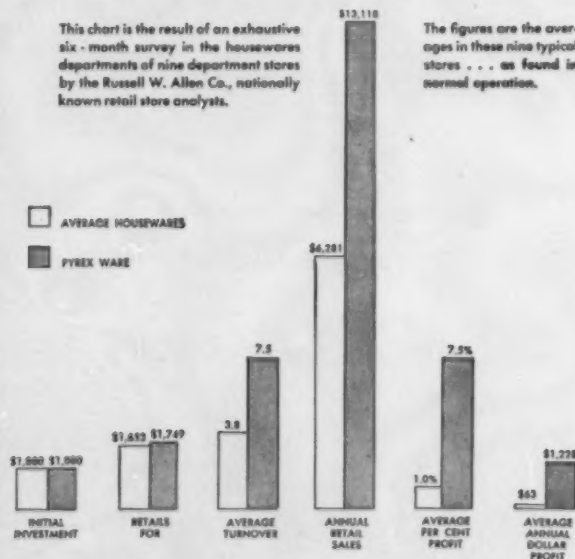
Actual figures prove your **PYREX** ware investment works twice as hard for you!

PYREX lays it on the line for '56

PYREX concentrates on the full line for 1956, with a series of powerful full-page ads in Ladies' Home Journal, Better Homes & Gardens, Progressive Farmer, Bride's, True Story, and Family Circle—plus 1/2 page ads on Dinnerware every other week in Life.

This chart is the result of an exhaustive six-month survey in the housewares departments of nine department stores by the Russell W. Allen Co., nationally known retail store analysts.

The figures are the averages in these nine typical stores . . . as found in normal operation.



CORNING GLASS WORKS, CONSUMER PRODUCTS DIVISION, CORNING, N. Y.
VISIT THE CORNING GLASS CENTER, CORNING, N. Y.

*"PYREX" is a registered trademark in the U. S. of Corning Glass Works, Corning, N. Y.

1956
DOUBLE-MATIC

Langley Super Spinreels

DOUBLE-MATIC SPIN DELUXE "830"

Perfect for one who seeks the very best. Lightweight, durable, corrosion resistant. Gold aluminite spool with 250 yds capacity 4 lb monofil. Weighs 8 oz. Available in right and left hand styles.

Model 830 **\$24.50**
List



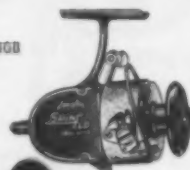
Manual
Model 831
\$23.50

DOUBLE-MATIC SPINFLO "822GB"

This is an improved version of the Spinflo 822G, America's most popular and talked about spinreel. Spool fully machined aluminum with 200 yds 6 lb monofil. capacity.

Model 822GB **\$17.95**
List

Manual
Model 823GB
\$16.95



The only
complete line
of spinning
reels



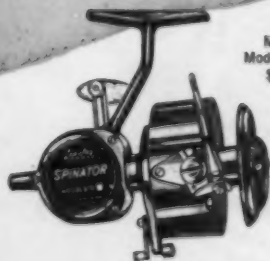
Langley
SPIN DRIFT
MODEL 860

PATENT APPLIED FOR
MADE IN U.S.A.

DOUBLE-MATIC SPINATOR "870"

Acclaimed by fishermen everywhere as the ideal salt water spinreel for heavy fishing. Has on-off anti-reverse lever, folding handle. Right and left hand styles. Weighs 16 oz. Spool capacity 250 yds 15 lb monofil.

Model 870 **\$37.95**
List



Manual
Model 871
\$36.95

DOUBLE-MATIC

Spindrift "860"

The "all-purpose" spinreel—perfect for surf, inland or blue water use. Has the exclusive Langley "Double-matic" features of automatic self-centering and automatic anti-reverse for thrilling casting ease. Weighs 14 oz. Aluminum spool. 250 yds 10 lb monofil. capacity. Folding handle—right and left hand styles.

Model 860 **\$34.50**
List



Manual
Model 861
\$33.50

DOUBLE-MATIC SPINLITE SPECIAL "852"

The economy adaption of the famed little Spinlite Deluxe. Features two-toned crackle finish. Light action brake spring furnished with all fresh water reels for light line action.

Model 852 **\$27.50**
List

Manual
Model 853
\$26.50



THE LANGLEY
CORPORATION

310 EUCLID AVENUE
SAN DIEGO 14, CALIF

LINE UP MORE SALES

With These

COLUMBIAN HELPERS!



Columbian CARTON coils

Feed factory-clean Columbian Pure Manila or Radium Sisal through hole in top of this sturdy, non-kink dispenser. Three-coil shipping container packs 3 sizes: $\frac{1}{4}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ " diameters. Approximately 20 lbs. per carton, or 60 lbs. of rope for full container. Lightweight, colorfully printed — makes an attractive, easy-to-reach display on counter or shelf.



Columbian COLPACK Display Rack

Combines neat, handy Col-pack Cartons of all sizes in 20" x 29" of floor space! This eye-compelling display sparks plenty of impulse sales . . . holds one Colpack 25, two 50's and one box of 100' connected coils. Comes completely assembled, ready to use.



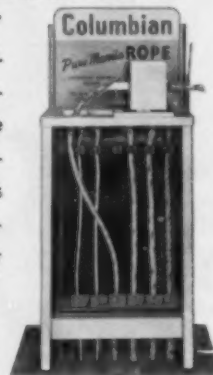
Columbian COLPACK Cartons

Dispense your choice of Columbian Pure Manila or Radium Sisal in diameters from $\frac{3}{16}$ " through $\frac{3}{4}$ " — from the sturdy Colpack Cartons! No lashings to cut . . . just draw rope through hole in top . . . leave uncut portion perfectly coiled and protected from dust inside carton. Easy to handle, store, display, and sell!

Four sizes: 25 lbs., 50 lbs., 75 lbs., and 100 lbs.

Columbian Rope MERCHANDISER

Display 7 sizes of rope in 22" x 12" of floor space! The 52"-high Columbian Rope Merchandiser measures the required length of rope and cuts it for fast, easy, convenient selling. Your rope is displayed in a single compact location — forcefully reminding your customer of his needs!



COLUMBIAN ROPE COMPANY, Auburn "The Cordage City" N.Y.

Columbian Displays Make Money . . .

Ask Your Jobber to Prove It!



Lamson Merchandisers Turn "Shoppers" Into "Stoppers"



LAMSON SPEED MERCHANT

A handy counter merchandiser 28" x 28" square and 14" high. Attractive red and black enamel finish; built-in bolt gauges for "self-service". Comes stocked with "brite-plated" selection of carriage bolts, machine bolts, stove bolts and machine screws, 49 sizes and types in all. Stock especially packed and priced for the merchandiser.



LAMSON STOVE BOLT CHEST

A complete Stove Bolt Department self-contained in an all-steel enamel cabinet 12" x 10" x 28" and weighing 154 lbs. with contents. Contains 42 sizes of Stove Bolts individually packaged, clearly marked and packed into nine handy drawers. Sizes and retail prices are identified on drawer fronts. You make a handsome profit even on the first turn-over—and the cabinet is yours at no extra cost.



U. S. PAT. No. 165,255

The LAMSON BOLT BAR

A handsome modern bolt and nut merchandiser that adds beauty and convenience to any hardware store. Comes stocked with 106 of the fastest-moving types and sizes of bolts. Includes all sizes through 1/2" x 6" in carriage and machine bolts, as well as stove bolts, lag bolts and washers. All items pre-priced for retail profit. Sturdy construction with glass partitions and lighted, translucent colored display signs. Sliding door storage beneath; "take home" bags and bolt gauge furnished. Dealers report 4 to 7 turnovers per year—a neat profit on a "self-service" basis.



LAMSON FASTENER CHEST

Here's a merchandiser especially designed for the fast-growing retail Cap Screw market. A complete stock of Cap Screws and Finished Nuts packed in a handsome all-steel enamel 28" x 12" x 10" cabinet. Nine large drawers contain 63 packages of Cap Screws and Nuts. Contents of each drawer are clearly identified on the front. Standard packages fit into drawers and act as partitions—keeping the sizes neatly separated. Save your time, sell more Cap Screws and simplify inventory. The Lamson Fastener Chest can do all these things besides making you an extra profit on each stock turn-over.

**Lamson
&
Sessions**

ORDER THESE
MERCHANDISERS FROM YOUR LAMSON JOBBER
or write us for the jobber to contact in your area.

The LAMSON & SESSIONS Co.

1971 West 85th St. • Cleveland 2, Ohio
PLANTS AT CLEVELAND AND KENT, OHIO • BIRMINGHAM • CHICAGO

BUSINESS TRENDS

Nation's Business Activity May Hit New High Levels During 1956

IN ALMOST all segments of the nonfarm economy solid business conditions continue. It is almost a certainty that the gross national product, for the first time, will reach \$400 billion in the year's first quarter.

Generally, industrial output is holding at peak rates of some 12 percent above a year earlier. The steel industry is operating at near-capacity with no real slackening in sight. Auto production continues near the record high levels of last spring, and construction activity, despite some decline in home building, is still a major factor in the high level of business.

Christmas business, in most cases, exceeded the expectations of the nation's merchants, and there is no indication that sales will slacken appreciably at either the wholesale or retail level. For one thing, employment remains high and consumer incomes continue to move upward.

In the last quarter of 1955 personal income, before taxes, was at a level exceeding 309 billion dollars. Although the expansion in the number of employed has slowed in recent months, the length of the work week is at the highest of the year and average hourly earnings are still rising.

Some tapering of this so-called "boom" may be in prospect before the year ends however. Tighter credit may bring some downward trend in sales of new automobiles and homes, and many consumers may have to work off current installment debt before making further sizable purchases.

Then too, farm income may nose down a bit further in 1956, reflecting further acreage restrictions on some crops and slightly lower average prices for the year as a whole. Production expenses will remain high with the result

that net farm income will show some further decline.

All in all, however, 1956 is slated to be a good year for business.

Employment Holds to High Level

THE LEVEL of employment during the last few months has remained stable following the sharp upward climb of last summer. As 1955 ended the number of employed totaled more than 64 million compared with 65.2 million in October and an all-time peak of 65.5 million last August.

Continued Increase in Consumer Incomes

CONSUMER INCOMES continued to rise in the final quarter of 1955. Personal income payments in October were at an annual rate of 309½ billion dollars compared with an average of 306 billion for the third quarter. Personal incomes after taxes were at a rate of near-

ly 272 billion dollars in the third quarter and the continued rise in income payments suggests a further increase in consumer income after taxes in the final months of 1955. It now appears that consumer income after taxes in the last quarter is continuing around 7 percent above a year earlier, the Department of Commerce has announced.

Although the expansion in numbers employed has slowed in recent months, the length of the work week is at the highest of the year and average hourly earnings are still rising.

Gradual Rise in Industrial Output

INDUSTRIAL OUTPUT has continued to rise gradually in recent months. Steel mills have been operating at rates between 99 and 100 percent of capacity. Steel production for 1955 probably reached 116 million tons, a little above the record 111.6 million tons produced in 1953. Despite record production, steel supply continues relatively tight. Mills are booked with orders well into 1956 and steel scrap prices have risen sharply in recent months. Scheduled automobile
(Continued on page 102)

Hardware Wholesalers Report Sales Increase

IN MOST LINES of trade, sales by the nation's wholesalers during the past few months have been substantially ahead of corresponding months of the previous year. In October, the latest month for which figures are available, sales averaged 11 percent above October 1954, and for the first 10 months of the year were 10 percent ahead.

Hardware wholesalers, on the average showed a 9 percent sales

gain in October, and for the first 10 months of 1955 were 8 percent ahead of the previous year. Hardware wholesalers in the South Atlantic region showed a 10 percent gain for the 10-month period, those in the East South Central region showed an average 12 percent gain, while those located in the West South Central area reported an average sales gain of 9 percent for the 10-month period.

Try these two proven *Hodell* profit makers

CHAIN MERCHANDISER



THEY STOP



THEY LOOK



THEY BUY



YOU PROFIT!

YOU can step up your chain sales and profits—by putting the Hodell Merchandiser out front in your store traffic. Send for four-page, three-color folder describing the merchandiser and showing actual profits based on suggested selling prices. Just write "MERCHANDISER", your name and your address on a post card, and mail it to us. Why not do it now?



AND

Hodell Paillettes FAST SELLING SIZES OF WELDED CHAIN

Proof Coil and BBB Coil chain are always in demand. Paillettes are the handiest way to sell them. Data sheet in color will be included with your Merchandiser folder.



HODELL CHAIN COMPANY, Cleveland 3, Ohio

Division of The National Screw & Mfg. Co.



Fasteners



Hodell Chains



Chester Hoists



FAYETTE R. PLUMB INC.

PHILADELPHIA



ST. LOUIS

4837 JAMES STREET
Philadelphia 37, Pa.

TO MEMBERS OF THE HARDWARE INDUSTRY

The year 1956 marks our 100th Anniversary as manufacturers of quality hand tools.

As we enter our second Century we pause to express our sincere and heartfelt appreciation to you. We fully recognize that your confidence in us and your cooperation in the distribution of our products has been a major factor in the continuous and successful operation of our business.

We look forward with confidence and enthusiasm to sharing with you the growing opportunities and bright future which lie ahead.

Cordially yours,

FAYETTE R. PLUMB, INC.

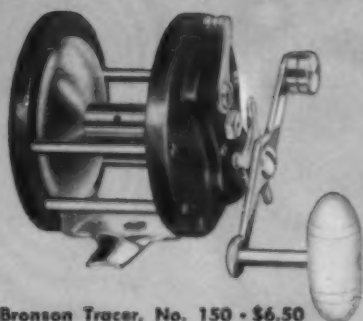
Chairman of the
Board of Directors

Over a Century of Quality - Since 1856

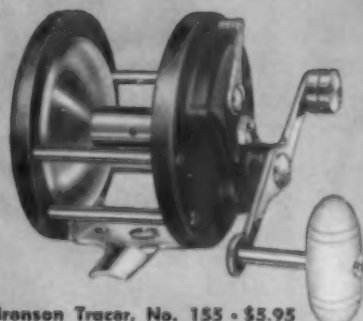
5 new Bronson salts



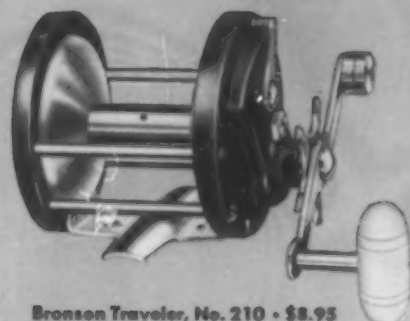
to Hoist Your Sales!



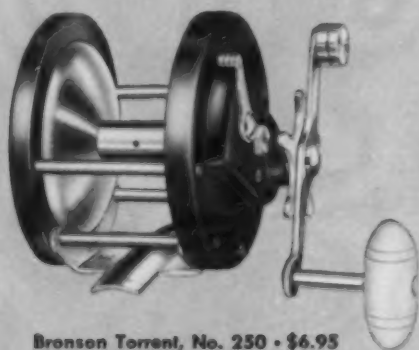
Bronson Tracer, No. 150 • \$6.50
Free spool—star drag. Reinforced metal spool.
Weight—12 ounces.
Capacity—150 yds.



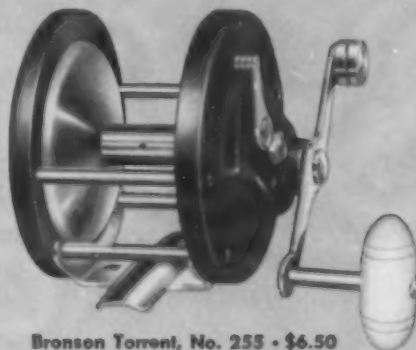
Bronson Tracer, No. 155 • \$5.95
Free spool only. Reinforced metal spool.
Weight—12 ounces.
Capacity—150 yds.



Bronson Traveler, No. 210 • \$8.95
Surf casting model. Free spool—star drag. Anodized aluminum spool.
Weight—13 ounces.
Capacity—200 yds.



Bronson Torrent, No. 250 • \$6.95
Free spool—star drag. Reinforced metal spool.
Weight—15 ounces.
Capacity—250 yds.



Bronson Torrent, No. 255 • \$6.50
Free spool only. Reinforced metal spool.
Weight—15 ounces.
Capacity—250 yds.

● All aboard the BRONSON Profit ship! Set sail now with these brand new BRONSON profit makers.

Rugged, yet light in weight, each reel has the new reinforced all-metal spool and torpedo shaped plastic handle grips. Attractively finished, with nickel plated brass parts and black bakelite end plates.

Ask to see these newest members of the BRONSON fleet of fine fishing reels. They're built for service, priced to sell fast.

BRONSON REEL COMPANY • BRONSON, MICHIGAN • Division of Higbie Mfg. Co.

Profit with





Higginbotham-Pearlstone Elects Vice-President

J. PEYTON Barfield was elected vice-president of Higginbotham-Pearlstone Hardware Co., wholesale firm of Dallas, Texas, at the annual stockholders' meeting held recently, Vice-President O. H. Mann, has announced.



J. Peyton Barfield

Barfield has been with the company for approximately 20 years and has served in a number of departments.

Leo C. Miller, who has been manager of the automotive department for a number of years, was elected a director of the company at the same time.

Republic Steel Forms Single New Division

THE BOLT AND Nut Division and the Chain Division of Republic Steel Corp. was combined on January 1, 1956, into a single new division known as the Bolt and Chain Division with its own sales organization, Norman W. Foy, vice-president in charge of sales, announced recently.

Operations of the division will continue under the direction of Harold C. Seifert, division man-

ager, who had headed the two divisions when they operated separately.

Harvey A. Craig, sales manager of Bolt and Nut, will be general manager of sales for the new division. W. C. Schnackel, who had headed Chain Division sales, has been named assistant general manager of sales for the new division.

Neal O. Jones Joins Taylor Hardware Co.

THERON A. Guthrie, president of Taylor Hardware Co., Pensacola, Fla., announced recently that Neal O. Jones, formerly of Orgill Bros. & Co., Memphis, Tenn., has become a member of the firm as a major stockholder and vice-president.

Guthrie stated that in addition to being an officer and a director of the company, Jones will head sales promotion and the development of new departments for sales expansion.

Jones began his hardware career with Moore-Handley Co., Birmingham, Ala., as a stock clerk after completing college and rose to departmental manager and buy-



Neal O. Jones

er. His success soon brought him to management of the Nashville division which he organized and operated until 1951. He then became promotion manager of Orgill Bros. & Co.

Taylor Hardware Co. is a home-owned and operated wholesale and retail hardware firm, founded in 1922 by W. E. Taylor. In 1943 T. A. Guthrie, Wilson Harris and Preston W. Husted bought the company and operated as a partnership until July 1, 1955 when it was changed to a corporation.

G. F. Wright Occupies New Building



G. F. Wright Steel & Wire Co., Worcester, Mass., announces the occupancy of a new office and warehouse building, 4956 S. Monitor Ave., Chicago 38, Ill. The new building is one-story, of steel and brick construction, 165' by 145' and contains 24,000 sq. ft. of floor space

SEMPER PARATUS
(ALWAYS READY)

ALL
RED HEAD
VESTS & CUSHIONS
U.S.C.G. APPROVED

COOPERATE WITH THE U.S. COAST GUARD

sell only U.S. Coast Guard *approved* life saving equipment

Helping save the life of one of your customers is obviously to your advantage. Cooperating with the Coast Guard is just as important. You can do your part by selling only U.S. Coast Guard *approved* life saving equipment.

To be among the first to sell the new Coast Guard *approved* Kapok filled life preserver vest, specify RED HEAD. To give you a short but complete line, we are also making life preserver boat cushions in drill, leatherette and unbacked plastic. All of the RED HEAD Marine Line items are U.S.C.G. *approved*.

Write for full color catalog of RED HEAD vests and cushions

RED HEAD BRAND
COMPANY

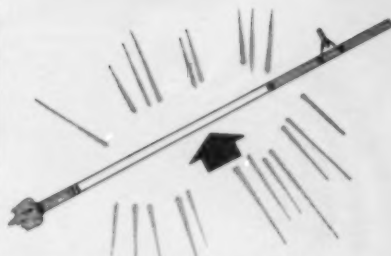
4300 BELMONT AVENUE, CHICAGO 41, ILLINOIS

This is a
GENUINE
RED HEAD
PRODUCT



FAST-LOCK® REEL SEAT

Molded Nylon. Reel can't slip, twist or wobble. Light. Movable. Comfortable. Durable.



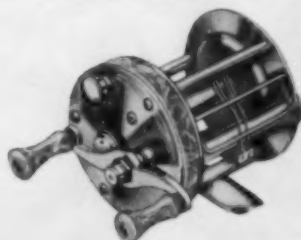
GOLDEN ZONE OF POWER

Hollow glass double-built in the action zone. Extra strength, extra power.



ORENO-MATIC® FLY REELS

Most popular automatic made. Perfect balance. Strips freely. Quiet. Automatic line brake.



ANTI-BACKLASH® REELS

The original and genuine anti-backlash reel—exclusive brake design. Casts easily.



PRESTO-LOCK® ROD HANDLE

Finest made. Locks reel and tip, aligns guides in one easy operation. Foolproof!

South Bend

Exclusives

Bring FULL PROFITS

You've got selling power working to give you *full profits* when you sell South Bend. It's selling power in the form of exclusives that your customers can only get in South Bend tackle. They are the unique advantages that mean easier, more enjoyable fishing for your customers—and faster, easier selling for you.

And, these exclusives are pre-sold through South Bend's hard-hitting national advertising aimed at *your* customers. Dollar-for-dollar your customers get more for their money with South Bend. See your jobber... this tackle is priced right for fast turnover and full profits.

South Bend Tackle Co., Inc., 900 S. High Street, South Bend 23, Indiana
In Canada: Campbell Mfg. Co., Ltd., Toronto, Ont. (license)

South Bend

THE BEST IN RODS • REELS • LINES • LURES



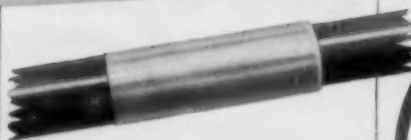
ROCK-HOPPER®

Sensational, new floating lure with duo-depth control. Runs shallow or very deep. Nose scoop lets it trip over bottom snags.



TWIST-FREE PAK®

Deceiver® Spinning Line in plastic box that neutralizes twist when line is put on reel.



LAZY DAY® POLES

Telescopic hollow glass poles, taper joints reinforced by metal sleeves—no distortion, no splitting.



PLUS

DRAWN FERRULES

— precision ground for perfect fit; stronger, lighter.

COLOR-CODED LEADER MATERIAL SPOOLS

— a color for each line test, plus built-in cutter.

...and, Many Others

FIRST
TIME
EVER!

a **REVERSIBLE** screw driver
and speed reducer
FOR POWER DRILLS



Fits directly into chuck of any drill—Boosts power 7 times. A screw driver, power wrench, power tapper, speed reducer all in one.

ADVERTISED IN
The Saturday Evening
POST

Featured during **HARDWARE WEEK**
(April 12 through 21)

Supreme
Versamatic

Most useful, most versatile drill attachment ever produced

Supreme Versamatic is the sensational new attachment for power drills that experts are calling the most versatile unit of its kind ever produced. Versamatic is a reversible speed reducer that will lighten the work-load of any mechanic... professional or amateur.

Here's what Versamatic does: It reduces the speed of a power drill by seven times, and, through torque, increases the power by a like amount. This speed reduction combined with power increase enlarges the usefulness of portable drills by many times. And, with one easy twist it runs in reverse. (Speed reduction 6 to 1). It turns even the most ordinary power drill into all these heavy-duty tools:

A power screw driver. Drives and removes all screws, big or little...fast...safe!

A power wrench. Drives $\frac{1}{4}$ " socket sets. Square Drive Adapter included.

Speed reducer. For efficient cutting in metals, masonry, etc., Versamatic, with added power, makes expensive bits last far longer, cut far better. Jobs otherwise impossible are usually easy with Versamatic. ($\frac{1}{2}$ " chuck not included).

A power tapper. Use your regular power drill to do any tapping job. Versamatic has the needed power, and reverses to remove tap.

The Supreme Versamatic is a fine precision tool, fully guaranteed against defective parts or workmanship. Included in the kit are all the parts necessary to do most all jobs, plus a comprehensive 16-page manual on its uses and labor-saving applications.

List price just **\$14.95**
complete set

Put in adequate stock now for Hardware Week selling. See your wholesaler.

SEE OTHER SIDE FOR SUPREME'S
COMPLETE LINE OF CHUCKS and
SCREW DRIVER ATTACHMENTS.

SUPREME PRODUCTS, INC., 2222 S. Calumet Ave., Chicago 16

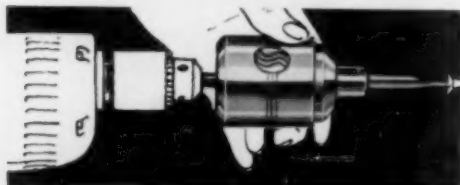


Make home shop projects a pleasure by eliminating tough hand work. Versamatic drives or removes even the largest screws. Finger-tip control protects operator and his work.



Versamatic gives the speed reduction needed for drilling in masonry and all tough materials. Makes bits last far longer, cut more efficiently.

A SUPREME Screw Driver Attachment for Every Need!



SELL THE RIGHT ATTACHMENT! STOCK SUPREME'S COMPLETE LINE

Supreme Screw Driver Attachments sell big wherever they are shown. Consider these facts:

- 1—Every second man who enters your store owns a power drill.
- 2—At present, he drills the pilot holes for screws by power—but he does the tough job, screw driving, by hand.

You can do your customers a favor and earn a fine profit by selling the complete line of Supreme Attachments. They are quality tools in every way—AND PRICED TO SELL.

Eye-stopping free display available.

For further information and trade discounts, see your local jobber or write manufacturer: Supreme Products, Inc., 2222 S. Calumet Ave., Chicago 16, Ill.



THERE'S STEADY BUSINESS FOR YOU IN SUPREME CHUCKS

Supreme Brand Chucks offer a really great opportunity for dealer profit. First... the demand is big... every drill owner wants to modernize his tool with a fine key chuck. Second... Supreme has the complete line with real acceptance. Third... the Supreme Chuck display does your selling for you. Set it up where it can be seen and the drill owners do the rest. Check your wholesaler.



FREE
DISPLAY
SELLS
SUPREME
FOR
YOU!

**Supreme
Chucks**

Fits ALL Makes

MODEL 2000, Friction Type

Drives all wood screws up to 1/4" diameter. Recommended for power drills of average to high power rating. A tremendous work and time saver in home shop or on the job. Set contains Regular Duty Screw Driver Bit, and Supreme Recessed Bit for Phillips-type Screws. Retail \$6.95

MODEL 3000, Friction Type

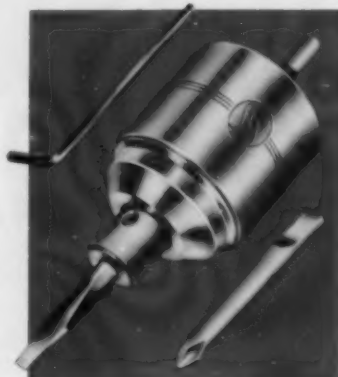
Like No. 2000, but for a little smaller work... handles screws up to 3/16". Safe and easy to use. Any amateur can master it in five minutes. Regular "spade-type" bit, plus medium duty Phillips-type Bit included. Priced to sell! Retail \$4.95

MODEL 7200, Impact Type

Very popular! Impact type units are best for tools of low to average power rating. Every owner has found out that it is old-fashioned to wear out hands driving screws manually. 7200 comes complete with regular screw driver bit and Phillips-type Bit. Bits secured to unit with handy Yankee clip. Faster, easier to use. Retail \$8.95

MODEL 7600, Impact Type

Here's a dandy! Fasten regular or Phillips-type bit in place with handy Yankee-style clip, and zip through dozens of jobs. Size limit for screws to be driven with the 7600 is 3/16". Set is complete, ready to attach to drill chuck. Retail \$6.95



Bring your Power Drill up to date with a SUPREME Brand Chuck!

Every fine power tool deserves a fine chuck. If your customers have been "getting by" with an old-fashioned hand chuck or with an inferior or worn key chuck, they will want to replace it now with the finest... a Supreme. With a Supreme "up front" they are assured of the quality the experts select. Virtually every major drill manufacturer is today equipping new products with Supreme Chucks, so stock it and sell them now.

Supreme makes chucks in dozens of different models, but most all home workshop or small professional shop needs can be met by one of the nine models shown here.

HERE'S WHY SUPREME EXCELS:

JAWS NICKEL CHROME MOLY ALLOY STEEL — Expertly heat treated for durability.

KEY HOLES — do not extend into body cavity thereby swelling out dirt.

ENTIRE CHUCK BODY HARDENED — inside and out.

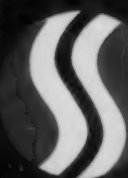
STURDY ONE PIECE GEARED NUT CONSTRUCTION — prevents slippage.

CHUCKS AND KEYS INTERCHANGEABLE WITH OTHER MAKES

NINE POPULAR AND PROFITABLE SUPREME CHUCKS TO SELL

Model No.	Capacity	MOUNT Thread or Taper	Uses Key No.	Retail Price with Key	Retail Price Key only
H-1A	0-1/4"	1/8"-24	1-X	\$5.50	\$0.42
H-4C	0-1/4"	1/8"-24	4-X	5.90	.48
H-2A	0-1/2"	1/8"-24	2-X	7.25	.60
H-2B	0-1/2"	1/8"-20	2-X	7.90	.60
H-5B	5/64"-1/2"	1/8"-20	5-X	7.50	.60
**H-5T33	5/64"-1/2"	#33 taper	5-X	7.50	.60
H-15T33	0-1/2"	#33 taper	5-X	8.95	.60
H-13A	0-1/2"	1/8"-24	13-X	7.75	.54
H-13B	0-1/2"	1/8"-20	13-X	7.75	.54

**Recommended for use with Supreme Versamatic attachment.



Supreme ELECTRIC HOME HAIRCUTTING KITS

with the EXCLUSIVE "CAN'T-GO-WRONG" METHOD

Makes home haircutting easy—foolproof. The most complete line of home haircutting kits. Everything needed to assure professional barber results.



Supreme Deluxe

Beautiful Ivory colored Deluxe Clipper designed to fit comfortably in the hand. High powered, self-starting universal motor (110-120 AC-DC) with on-off switch. Geared drive designed to give most efficient, uniform cutting. Blades are made of the same type, high quality, hardened Swedish Steel as found in fine surgical instruments. Hard Chrome plating insures long, rust-free service. This Deluxe kit includes all quality equipment shown at right.

Model S-111K Retail Price **\$19⁹⁵**

Supreme Super

A complete kit with electro magnetic clipper including on and off switch (110-120 V. AC ONLY). Shock-proof plastic case is soft grey. Matched Swedish Steel surgical type blades are Hard Chrome plated for long, rust resistant cutting life. Complete with all equipment shown at right.

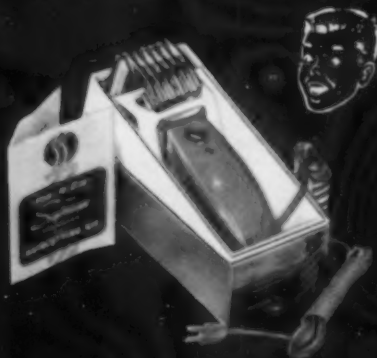
Model S-288K Retail Price **\$14⁹⁵**



Supreme Standard

Includes crew cut attachment to give popular short clip cut. Smooth-running electro magnetic motor with on and off switch. Long-life rust resistant blades. The soft grey colored case is made of shock-proof plastic. Complete instructions for simple 3-step method are included.

Model S-217K Retail Price **\$10⁹⁵**



SCISSORS

COMB



BRUSH



BLADE GUARD



CREW CUT ATTACHMENT



NECK APRON



OIL



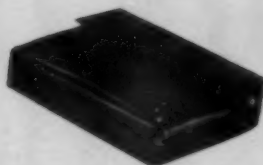
This merchandise has been awarded the PARENTS' MAGAZINE "Commendation Seal" after due study by laboratory experts under the direction of the PARENTS' MAGAZINE Consumer Service Bureau.





Supreme Royal

Completely new in handy packaway case of russet finished, simulated leather. All equipment is kept at your fingertips in this handsome, compact kit. Supreme electro magnetic clipper, crew cut attachment, professional shears, tapered comb, clipper oil and exclusive "Can't-Go-Wrong" instruction manual.



Model S-250K Retail Price **\$16⁹⁵**



Supreme "Professional"

Superb craftsmanship and design. Shock-proof case finished in warm grey with gold colored metal stripe. High carbon Swedish steel blades are Hard Chrome plated to resist rust; quickly interchangeable snap-on construction. Heavy Duty Universal air-cooled motor with geared drive for uniform cutting (110-120 V. AC-DC) with on-off switch. Handsome, Cordovan finish, zipper case fitted with white nylon comb and shears. Complete with "Can't Go Wrong" instruction book.

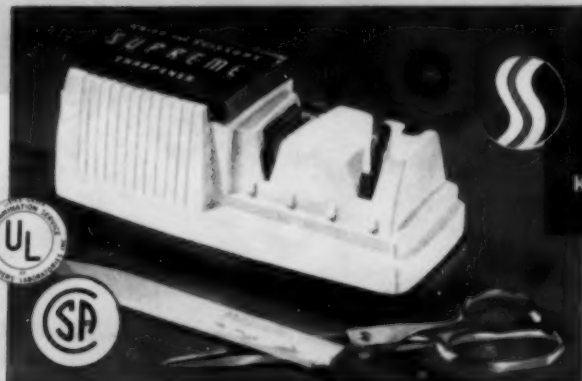
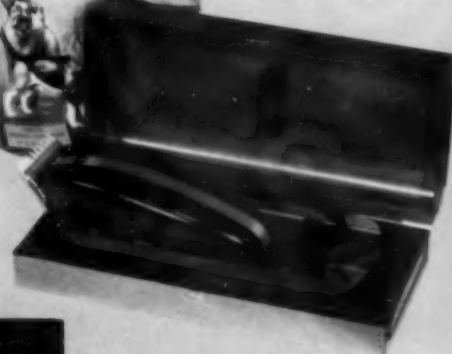
Model S-500 Retail Price **\$29⁹⁵**

Supreme Animal Clipper

A precision-made clipper to keep pets, show animals well groomed for better appearance and health. Smartly finished in rich brown and gold. Heavy duty gear driven Universal air-cooled motor (110-120 V. AC-DC) with on-off switch. General utility blade. Other blades for special purposes snap-on quickly, easily. Packed in durable metal box with removable wall bracket hanger. Complete with 24 page illustrated book for clipping and grooming popular breeds.



Model S-400 Retail Price **\$34⁹⁵**



Supreme
ELECTRIC
KNIFE AND SCISSORS
SHARPENER

Smart modern design with separate grinding wheels for knives and scissors. Knife wheel puts keen cutting edge on carving knives, hollow ground blades, cleavers, etc. Scissor wheel assures correct bevel to scissor blades from throat to tip.

- Guide plates assure correct angle to wheels.
- Finger tip safety switch. Motor cannot be left running unattended.
- Automatic stop prevents overheating or discoloration of steel blades.
- Deep tone, iridescent finish.

MODEL S-30
RETAIL PRICE **\$14⁹⁵**

For further information and trade discounts, see your jobber or write to manufacturer:

SUPREME PRODUCTS, INC.
2222 S. CALUMET AVE. CHICAGO 16, ILL.

PRINTED IN U.S.

Eagle Lock Co. Changes Name; Promotes Two

AFTER using one name for 123 years, The Eagle Lock Co., Terryville, Conn., has changed its name formally to The Eagle Lock & Screw Co. According to officers of the company, it was felt that the new name defines more clearly the company's products and gives recognition to the increasing volume of fastener production at Eagle.



Szamier

Regan

At the same time, J. F. Gude-man, chairman of the board of directors of The Eagle Lock & Screw Co., announces that more than one million dollars recently has been spent for new tooling and equipment which will increase Eagle's production capacity in both lock and fastener production.

In line with this expansion program, S. L. Mastorgi, president of The Eagle Lock & Screw Co., announces the promotion of John Regan, general sales manager to vice-president in charge of sales, and Vincent H. Szamier, works manager to vice-president in charge of manufacturing. Both have been active in the hardware industry for over 22 years.

J. R. Clark Co. Appoints Eastern Division Head

WINSLOW P. Johnson was appointed district sales manager of the Eastern Division for The J. R. Clark Co., Spring Park, Minn., at a meeting of the executive board. He replaces Phil Samson who recently was elevated to assistant sales manager.

Johnson has been with the Clark company for seven years and for the last three years has been advertising and sales promotion manager. Prior to that he held the position of assistant purchasing agent.

Johnson will make his home in Connecticut.

Moto-Mower Appoints Southern Sales Rep

APPOINTMENT of Jack Wright as Moto-Mower sales representative for Louisiana, Mississippi, Arkansas, western Tennessee and Alabama in an expanding sales program is announced by Allan W. Greene, sales manager for the Moto-Mower Division of Detroit Harvester Co., Richmond, Ind.

Wright, a native of Lawrence County, Tenn., left a position as territorial manager at Memphis for the Firestone Tire and Rubber Co., with whom he served for 13 years, to join Moto-Mower. From 1941 to



Jack Wright

1943 he was IBM supervisor for Proctor & Gamble, at Milan, Tenn.

A 1940 graduate of Columbia Business College, Columbia, Tenn., Wright also served 19 months in the army during World War II. He makes his home in Memphis.

Corpus Christi Hardware Co. Plans Anniversary "Sell-A-Bration"

HARDWARE dealers from all over the South Texas trade area are expected to attend Corpus Christi Hardware's 50th Anniversary "Sell-A-Bration," to be held in Corpus Christi on February 16-18. One hundred and fifty exhibitors have already signed up for display space. Factory specialists will be at each exhibit to help dealers choose goods and plan merchandising programs for 1956.

Exhibits in addition to hardware, include housewares, appliances, sporting goods, automotive supplies, and plumbing and electrical equipment, with more than 200 of the nation's leading lines represented. The show is to be held in Corpus Christi's Exposition Hall, with shuttle bus service from C. C. Hardware's plant to the exhibits.

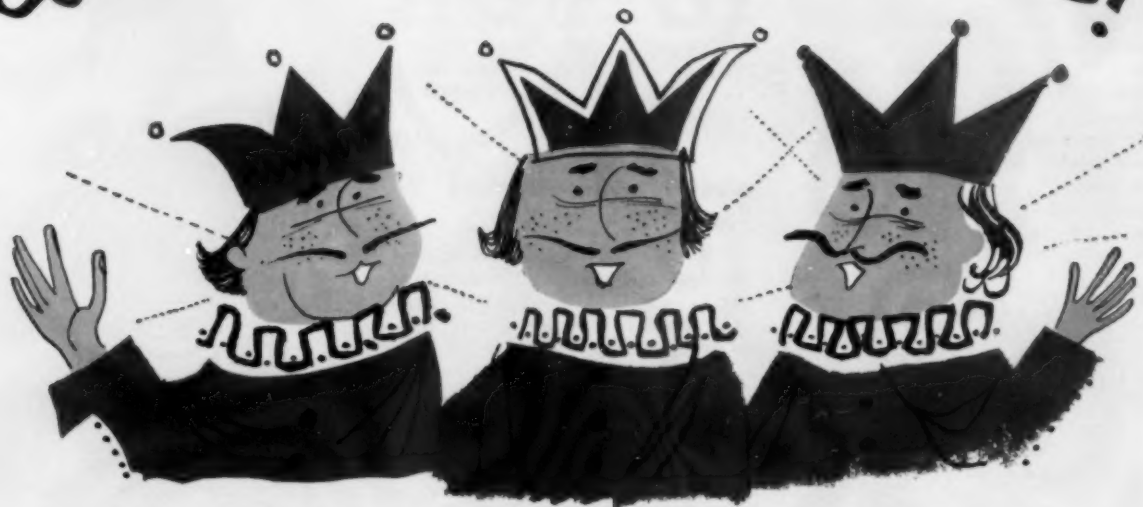
A half-ton pick-up truck and a silver-blue mink stole will head the extensive list of attendance prizes to be given away. Free refreshments, boats cruises each

morning, if weather permits, and a style show luncheon in the Morocco Room of the Driscoll Hotel for the ladies are also planned for the "Sell-A-Bration."

The show marks the golden anniversary of Corpus Christi Hardware, which began as a small retail hardware company in 1906. With Edwin F. Flato as president, the firm became a wholesaler in 1910, and in 1920 dropped the retail department and turned to wholesale exclusively.

The company's steady growth has been marked by the addition of an automotive division in 1917, the plumbing division in 1936, and the electrical division in 1937. The new plant which was opened in 1951 at Highway 44 and Baldwin Blvd. has 120,000 square feet of floor space for inside storage and another 40,000 square feet of outside storage. The "Sell-A-Bration" will be open to the public on Sunday, February 19.

COLOR COMES TO BIKE TIRES!



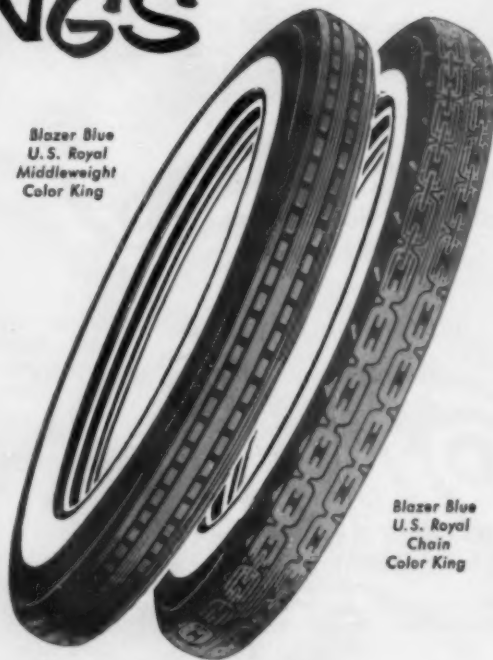
RED, BLUE, GREEN U.S. ROYAL COLOR KINGS

We thought so—and surveys of thousands of bike owners proved it! Kids, all over the country, are in love with the idea of colored bike tires.

So here they are—U.S. Royal Color Kings! Available in all sizes in both the slim, trim 1.75 U.S. Royal Middleweight and famous 2.125 U.S. Royal Chain. Colors go all through the rubber—can never wear or fade off.

Get your stock set! U.S. Royal Color Kings are now being featured in big color ads in favorite comics and youth magazines. The demand is sure to be terrific... So contact your local U.S. Rubber jobber now!

Blazer Blue
U.S. Royal
Middleweight
Color King



Blazer Blue
U.S. Royal
Chain
Color King



Be sure to specify U.S. Royal Color Kings
when ordering your 1956 bike line!

United States Rubber

CYCLE TIRE DEPARTMENT

UNITED STATES RUBBER COMPANY • 549 East Georgia Street • Indianapolis 6, Indiana



THE GAY NEW

Dolly Madison®

IN TODAY'S SMARTEST
DECORATOR COLORS . . .

**THE "SELLINGEST" ELECTRIC
ICE CREAM FREEZER IN
ALL THE WORLD!**

NOW . . . the most accepted, most popular Electric Ice Cream Freezer features the rich mellow glow of copper for its die-cast aluminum main frame* thus assuring a lifetime surface of easy to clean beauty.

PLUS . . . a truly beautiful finished tub in eye-catching Glacier Blue.

PLUS . . . famous "exclusive" TWIST-LOK,** the feature which eliminates clumsy latches and hinges and permits the main frame to be put on or taken off as quick as a wink.

PLUS . . . a cream can with special reinforcement to insure perfectly round shape.*

AND . . . a product proved by over 500,000 families.

ALL THIS IN THE ELECTRIC ICE CREAM FREEZER WHICH HAS BEEN NO. 1 IN SALES IN AMERICA FOR 25 YEARS!

SPECIFICATIONS			
Capacity	Model No.	Packing	Shipping Wgt.
2 QUART	420	1 to Ctn.	13 Pounds
4 QUART	440	1 to Ctn.	17 Pounds
6 QUART	460	1 to Ctn.	20 Pounds

*P.S. Remember, only Dolly Madison® has these features. Also, a Dolly Madison® won't rust because it can't rust; it stays new always because it's as permanent as it is beautiful.

the J. E. PORTER corporation - OTTAWA, ILLINOIS

Gates Rubber Announces Hardware Sales Manager

APPOINTMENT of A. T. Henkell as manager of the Hardware Sales Division, The Gates Rubber Co., Denver, Col., was announced recently by Charles Korsoski, vice-president in charge of sales.



A. T. Henkell

Henkell has been with the company for 16 years, serving as assistant hardware sales manager since 1951. He is secretary-treasurer of the Hardware Implement and Paint Club of Colorado. He attended the University of Wyoming and the Barnes School of Commerce.

A native of Denver, Henkell recently received the appointment of Major of Artillery in the Colorado National Guard.

Black & Decker Announces New Organizational Plan

COMPLETE divisionalization of the sales force in the United States has been announced by John F. Spaulding, vice-president and general sales manager of The Black & Decker Manufacturing Co., Towson, Md.

All Black & Decker products that are sold through wholesalers to hardware, building supply, and specialty dealers will be handled by the Hardware Division sales force, and those Black & Decker portable electric tools which are sold through industrial and automotive distributors will be the re-

sponsibility of the Industrial-Automotive Division sales force.

"This does not mean that the company has ceased to sell through wholesalers or distributors," Spaulding stated. "It only means that our own sales force has been divisionalized to service these two separate channels of distribution more effectively."

As announced last September, Albert S. Fehsenfeld was appointed sales manager of the Hardware Division, and Arthur S. Boehm was appointed sales manager of the Industrial-Automotive Division.

The new organizational set-up was to become effective January 1, 1956. Territorial areas for the most part remain the same as in the past for the Industrial-Automotive Division. Hardware Division areas, however, have been expanded considerably, it was announced.

In several instances district managers, who were formerly known as "branch" managers, will move to new territories, and nine Black & Decker salesmen have been promoted to district managers. All district managers report to regional managers who in turn report directly to Towson headquarters.

Spaulding made his announcement at the sales meeting held recently in Hershey, Pa. Southeast District sales managers attending

the meeting are shown in the accompanying photograph.

The Penn-Texas Corp. Buys Colt Organization

THE BUSINESS and assets of Colt's Manufacturing Co., Hartford, Conn., were purchased by The Penn-Texas Corp., in December, according to a recent announcement. Colt's Patent Fire Arms Manufacturing Co. will continue to manufacture its products under the same company name, adding only "Incorporated" to indicate the financial and legal implications of the change of ownership.

General Charles T. Lanham (USA, Ret.) is chairman of the board of directors of the re-incorporated company, and Sidney A. Stewart was appointed president. John M. McNally remains as general manager of Colt's, and John E. Allen remains as sales manager.

Stewart stated that expansion plans are well under way and an aggressive sales and public relations program will be conducted to further the small arms business.

Stewart added that all other products manufactured by the former Colt's Manufacturing Co. would be manufactured by a separate Penn-Texas subsidiary, Manufactured Products Corp., also in Hartford.



Southeast district sales managers of The Black & Decker Manufacturing Co., Towson, Md., attending the recent sales meeting at Hershey, Pa., were left to right, kneeling: E. O. Gulley, Atlanta; L. E. Tufft, Richmond; H. M. Boatwright, New Orleans. Standing: L. G. Quick, New Orleans; G. C. Southerland, Charlotte; R. G. Schuck, Baltimore; A. L. Procter, regional manager; H. P. Reeves, Atlanta; E. M. Stuart, Miami

10 BIG Reasons *Why*



FLOODLIGHT LANTERNS

Outsell All Others!

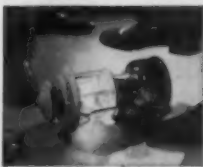
The Preferred Light in the Big Outdoor Trend

It's easy to sell quality...performance...reputation. And that's why it's easy to sell Coleman Floodlight Lanterns! In world-wide use, on outings of all kinds, they've proved their brilliant performance... their rugged dependability under all sorts of conditions... their safe, low-cost operation. Seven modern models. You'll make many a sale when you point out these superior features:



INSTANT LIGHTING... (all gasoline models) with just the touch of a match, a turn of a valve.

BRILLIANT LIGHT... give approximately as much light as a 300 watt electric light bulb. Floodlight a big 100-ft. area.



STORM-PROOF... defies wind, rain and hurricanes. A 105-mile gale can't put it out.

LOW-COST OPERATION... burns Coleman Fuel or clean, unleaded gasoline, readily obtainable everywhere. Up to 30 hours lighting service from a gallon of fuel. Lowest cost per candlepower hour.



SAFE... can't be filled while lighted; won't spill fuel when knocked over.

RUGGEDLY BUILT... for years of knock-about service. Compact, strong, sturdy construction.

GENUINE PYREX GLOBE... resists heat, protects mantles.

DOUBLE-LIFE GENERATOR... has larger heating surface; delivers longer brilliant lighting service.

DEPENDABLE PERFORMANCE... in 60° below zero or 120° heat. Used throughout the world for outings, vacations, all kinds of night work. Unbeatable in emergencies and disasters... power failures, floods, fires, tornadoes. Vital equipment for civil defense.

7 MODELS to meet every demand and every customer's choice.



MODEL 220E... A big, powerful, 2-mantle lantern popular the world over for work and play. Rugged construction for all-purpose use. 6 1/4" porcelain enamel ventilator top. Holds 2 pints of fuel, enough for 10 to 12 hours of brilliant lighting service. A ready, steady seller. Show it lighted!

Only Complete Lantern Line A Model for every outdoor need



MODEL 202—The "Professional" Deluxe single-mantle lantern. Lights instantly. Rust-proof throughout. Finest Coleman ever made.



MODEL 228E—Identical to Model 220E, except for its big, 6 1/4" diameter reflector top directs light downward.



MODEL 200A—Popular all-purpose single-mantle lantern. Lights instantly. Copper brazed steel fount; red baked enamel finish.



MODEL 249—Efficient single-mantle kerosene lantern. Nickel-plated fount. 5 1/2" in. green vitreous enameled ventilator. Alcohol generating.



MODEL 237—Big, sturdy single-mantle kerosene lantern. Nickel-plated brass fount. 7 1/2" in. green vitreous enameled ventilator. Alcohol generating.



MODEL 5101—New Coleman Air-O-Lite with snap-in '8500' canned fuel cartridge. The best of its kind in L-P gas type lantern.

Display ALL Coleman Outing Pals

Put 'em "Up Front" in Your Store... Then Watch Your Sales Soar! A complete line... Lanterns, Camp Stoves, Coolers, Carrying Case—Camp Table and a superior new Fuel. They're all nationally advertised. Sell them all... profit 5 ways!



ORDER FROM YOUR WHOLESALER

Get The Facts... Get The Goods... Get Profits!

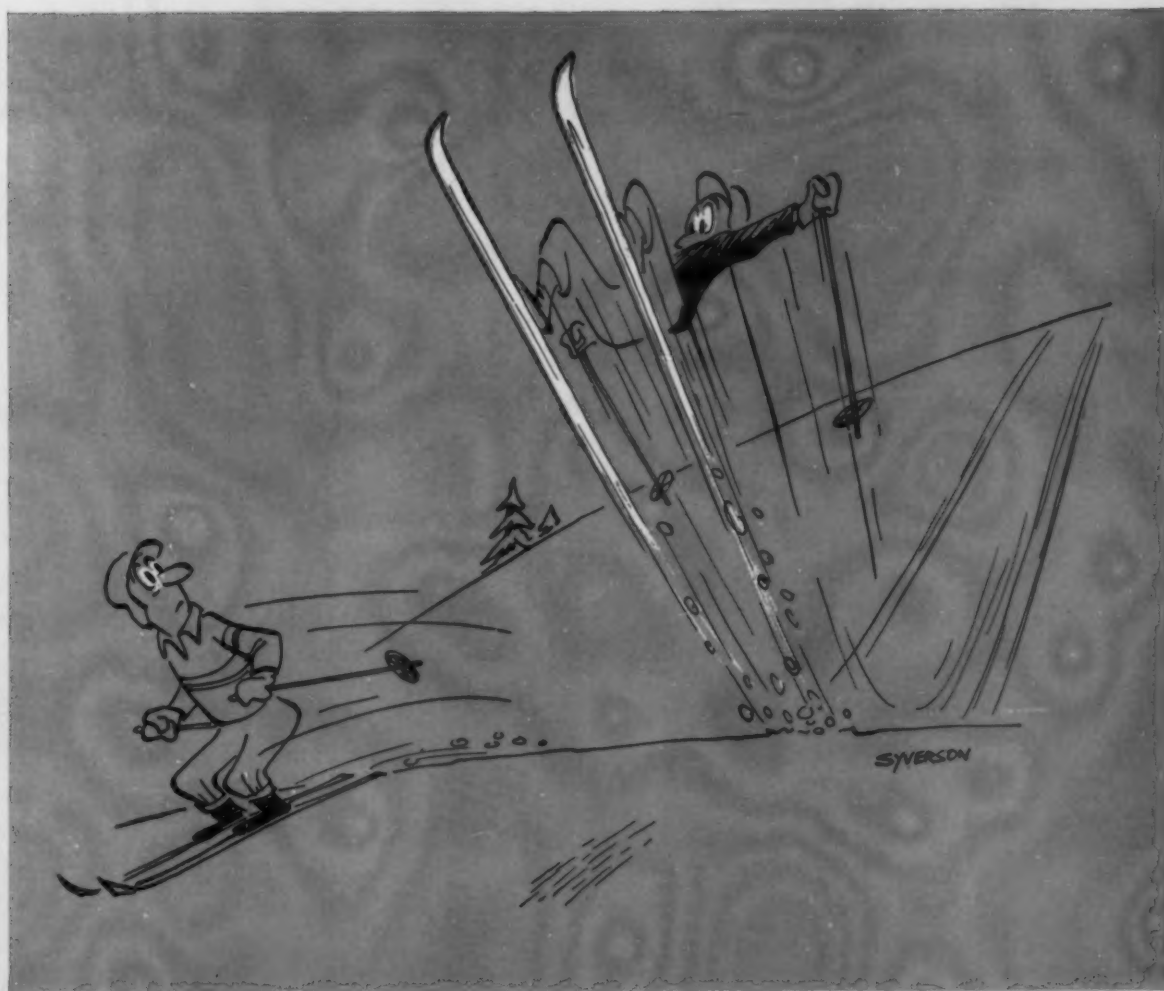
THE COLEMAN COMPANY, INC., WICHITA 1, KANSAS

NEW! Coleman FUEL

Another profit-maker in the popular Coleman Line! A refined petroleum product blended especially to Coleman specifications for top performance of Coleman appliances.

Burns cleanly... no smoke, soot or odor. Contains rust inhibitor to guard against rust and corrosion in fuel tank. • Gum inhibitor protects against clogging generators and burners. • Distinctive green in color gives it a fragrant outdoor scent. • Attractively packaged in quart and gallon sizes. • Sell it with every gas-burning Coleman appliance.





"J&L WARE MOVES FAST, TOO ...with higher profits for you"

Your customers know J&L Galvanized Ware—They'll keep your stocks moving fast.

Galvanized ware moves better and profits are more satisfactory when you stock a line with an accepted name like J&L. Your customers have confidence in the J&L name and its reputation for quality and sturdy service.

J&L galvanized ware is priced for the big volume market. It yields a healthier profit to the hardware dealer. Ask your hardware jobber for complete informa-

tion. If you need additional information or help, write direct to J&L.

**J&L
STEEL
WARE**

Jones & Laughlin
STEEL CORPORATION
CONTAINER DIVISION

408 Lexington Ave., New York 17, New York
Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia



Hardware Week Specials

by **OXCO** BRUSHES

The Saturday Evening
POST

PRICED FOR VOLUME SALES!



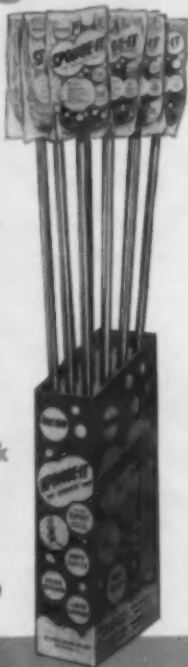
SPONGE-IT® Sponge Yarn Mop

Made with green DuPont sponge yarn that cleans floors faster, dries floors quicker, lasts 3-5 times longer. Threaded nylon connector, with assorted gold, silver and coral 48" threaded handles. Mops individually packaged in printed wrapper. Colorful, eye-catching self-service merchandiser easily set up from shipping-display carton . . . holds one dozen.

Specialty Priced For Hardware Week

to retail **\$1.75**
at only each

after May 1—reg. retail price \$2.00



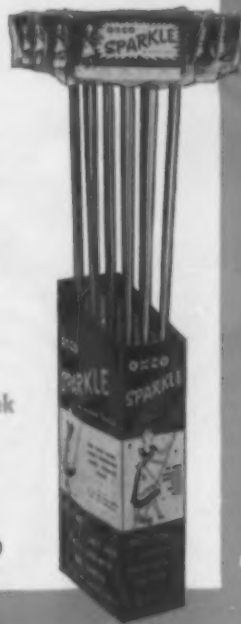
SPARKLE® Household Broom

For all types of floors. Colored plastic border to catch fine dust—tough fibre center to move heavy dirt. Protective rubber bumpers. Gold, silver and coral 48" threaded handles. Brooms individually packaged in printed wrapper. Every dozen packaged in an attractive, self-service merchandiser that sets up easily from shipping-display carton.

Specialty Priced For Hardware Week

to retail **\$1.75**
at only each

after May 1—reg. retail price \$2.00



YOUR JOBBER has complete details on Sponge-It, Sparkle and the complete Oxco line of nationally advertised brushes. Clip or tab this ad now—then give him a call.

OXCO BRUSHES

OX FIBRE BRUSH COMPANY, INC.
FREDERICK, ESTABLISHED 1884, MARYLAND

Moore-Handley Salesman Wins in Pyrex Contest

JACK INZER, salesman for Moore-Handley Hardware Co., Inc., Birmingham, Ala., for over 27 years, sold more 10-case orders of Pyrex Dinnerware during last fall's Pyrex Promotion than any other dis-



Jack Inzer

tributor salesman in the South, according to W. W. French, Jr., Moore-Handley president.

The \$500 prize winner lives in Tuscaloosa, Alabama, and sells in Tuscaloosa, Northport, Holt and Moundville.

The keen competition among Moore-Handley salesmen which pushed Inzer to the fore in the regional contest was evident also in the previous year's nationwide Pyrex Promotion which was won by Moore-Handley's Mobile Division. In that same promotion Moore-Handley's Nashville and Birmingham Divisions won second and third place prizes respectively.

Moore-Handley, already one of the nation's largest wholesale distributors, showed a 25 percent increase in housewares sales in 1955, French stated.

A. H. Deveney Represents Chattanooga Company

THE CHATTANOOGA Wheelbarrow Co., Chattanooga, Tenn., announces the appointment of The A. H. Deveney Co., Inc., of Birmingham, Ala., as its sales agent in Mississippi, Texas, Oklahoma and Arkansas.

The two men covering the territory will be Chapman Anderson, Jr., of Dallas, Texas, and Harry Blake, of Little Rock, Ark.

Pilkington Expands Sales Staff

THE ADDITION of a third man to his sales staff has been announced by R. B. Pilkington, manufacturers' representative with headquarters in Jacksonville, Florida.

The new salesman is A. M. Nicolai, who until recently served as sales manager for Wright Tool & Forge Co., Barberton, Ohio. Prior to this association, he was tool and automotive parts buyer for Montgomery-Ward Co., located in their Chicago office.

Nicolai will cover all of Florida, the southern half of Georgia and the southern half of South Carolina for the Pilkington organization. He will handle all lines and will contact all classes of trade in his territory.

Belknap Salesman Wins Slaymaker Sales Contest

JAMES K. FORD of North Wilkesboro, N. C., salesman for Belknap Hardware & Manufacturing Co., was the "lucky salesman" in Slaymaker Lock Co.'s Nylon Hose Program, conducted by the Slaymaker Lock Co. during 1955.

Salesmen were given men's and women's hose for selling prescribed amounts of Slaymaker products. At



James K. Ford

the end of the program an impartial committee picked the lucky salesman for each major trading area in the United States and Canada.

Ford was the United States' winner and received a check for \$250.00 from the Slaymaker Lock Co.

Other winners of cash prizes were as follows: second prize — Dom. Constantino of Chas. J. Smith, Jersey City, N. J.; third prize — Ray E. Robinson of Hassco, Inc., Denver, Col.; fourth prize — S. J. Flook of Walter Woods, Ltd., Winnipeg, Manitoba, Canada; and fifth prize — W. C. Maupin of Richards & Conover, Kansas City, Mo.

Jacobsen Names District Sales Manager for Texas

THE JACOBSEN Manufacturing Co., Racine, Wis., has announced the appointment of Gilbert F. Herbert



Gilbert F. Herbert

bert as district sales manager for the state of Texas with headquarters in Dallas.

Herbert has been a field service representative for Jacobsen Power Lawn Tools for the past three years. During that time he worked directly with authorized service stations and dealers throughout the eastern part of the country. Prior to joining Jacobsen, Herbert was in the pneumatic tool and heavy equipment business in both a sales and manufacturing capacity.

Don't do it yourself-

Let DURALL
make your screen sales
for you

New Tension Screen Self-Service Counter
starts sales and makes 'em right here.

Now you can feature Durall Tension Screens "up front"...
catch the impulse buyers...and service your customers bet-
ter with this complete stock-display unit. Never before has
so much merchandising of tension screens been packed into
so little space.

HERE'S WHAT YOU GET

A Stock Assortment that's Easy to Take—Easier to Sell
Turn over your stock with only two house-jobs
30 Durall Screens—Four most popular sizes
5 No. 2838 • 5 No. 3238 • 10 No. 2854 • 10 No. 3254
sell screens at regular prices for \$152.63
your normal cost would be \$101.75

BUT ALL THIS COSTS YOU ONLY \$96.66

AND HERE'S WHAT YOU GET FREE

1. NEW COLORFUL DISPLAY COUNTER...that stops...sells...
and stocks thirty Durall screens.
2. NEW MODEL-DEMONSTRATOR...with actual Durall screen
...sales story, prices and measuring instructions.
3. NEW MERCHANDISING KIT...with assortment of new liter-
ature, builders folders, window streamers, stuffers, mats, etc.
4. NATIONAL ADVERTISING, TOO...big consumer ads set up
sales for you. Tie in...display this self-service counter "up front!"
...run ads in your local newspapers.



NEW SELF-SERVICE DISPLAY

5½ ft. high, 1½ ft. wide, 2½ ft. deep. Takes
less than 4 sq. ft. Refill from open stock.

Sparkling green and yellow printing on heavy
white corrugated. Sturdy construction...made
to last all season.

WHY DURALLS ARE THE BIG-SELLING TENSION SCREENS

1. EFFICIENT, ECONOMICAL, EASY to
use. Go up and down from inside. Never
need painting, never streak woodwork.
2. FINEST QUALITY THROUGHOUT...in-
stall easier, made stronger to last longer
...Multi-Strand edges on all sizes fit tight
to window.
3. PACKED IN INDIVIDUAL CARTONS to

keep clean, stack neater, store in little
space. Also prevents damage and makes
them easy to inventory.

4. ESTABLISHED PRICES, profitable mark-
up...reputable manufacturer assures es-
tablished market through years of brand
name merchandising and millions of trouble-
free installations.

Be sure to get the best results from your
screen market. Ask your jobber or write
today to...

DURALL
PRODUCTS COMPANY

Sixth Ave., York, Penna.

Style-Crafters Appoints Sales Representatives

STYLE-CRAFTERS, Inc., Greenville, S. C., manufacturers of "Aqua-Float" and "Life-Raft" Marine Safety Products announces the appointment of W. C. "Cecil" Morris and Associates of Houston, Texas, as new sales representatives in its Sporting Goods Division for the states of Oklahoma, Texas, Arkansas, and Louisiana.

Members of the sales organization include "Cecil" Morris, "Army" Armstrong, and Charlie Holmes.

Morris operates a large, air-conditioned display bus which he uses to service the wholesaler.



Morris



Holmes



Armstrong

W. J. Nelson Dies: Veteran Wholesaler

W. J. NELSON, executive vice-president of Nelson Hardware Co., wholesalers in Roanoke, Virginia, died December 14 in Roanoke. He was 62 at the time of his death. Mr. Nelson had been active all his business life in the company founded by his father, A. M. Nelson.

Stockholders of the company have approved the following advancements within the organization. W. K. Allen, formerly sales manager, has been named vice-president in charge of sales. B. A. Cheatham, formerly treasurer, has been appointed vice-president in charge of operations. N. Keith Hurt, former secretary to the president, has been named treasurer, while J. N. Williamson becomes general purchasing agent.

Other officers of the company are: R. R. Nelson, president; C. H. Nelson, vice-president; and C. L. Nelson, secretary.

Revere Ware Adds to Dealer Promotion Staff

TO HELP increase the number of successful dealer promotions of Revere Ware cooking utensils, the staff of dealer promotion representatives has been increased, according to Harry J. McCormick, general sales manager, utensil department of the Rome Manufac-

turing Co. Division of Revere Copper and Brass, Inc., Rome, N. Y.

Albert Bailey will be in charge of the Atlanta area to assist retailers in building better counter and window displays, in developing promotions and in keeping dealer sales personnel alerted to future promotional plans of the manufacturer. He also will help train dealer salesmen.

A. W. Brumm Heads Sales for EZ Paints Corp.

ARNOLD W. Brumm, previously sales manager, has been promoted to vice-president in charge of sales, EZ Paints Corp., 4051 S. Iowa Ave., Milwaukee, Wis., manufacturer of paint rollers and painting accessories. His four years' experience with the company also includes work in purchasing, production

and personnel.

Before becoming associated with EZ Paints, Brumm was a principal in a firm supplying the paint roller manufacturer with steel stampings. When the stamping operation was taken over by EZ Paints, Brumm joined the latter firm.

Sherwin-Williams Names Southwestern Director

DAVID W. DRUMMOND has been named southwestern regional director of the Sherwin-Williams Co., Cleveland, Ohio, succeeding the late A. W. Everett. Announcement of his appointment was made by Arthur H. Burt, vice-president and director of sales.

In his new post Drummond, who has been national dealer sales manager, will direct overall sales activities in a 14-state area extending from Utah to Tennessee. He will make his headquarters at 1520 Grand Ave., Kansas City, Mo.

The new regional director attended Dennison University and joined Sherwin-Williams in Cleveland in 1939. After serving in the Army from 1941 to 1946 he returned to Cleveland to fill a headquarters post in the general trade sales department. He later served successively as manager of North Central region department store and syndicate sales, manager of the Pittsburgh, Pa. branch, sales manager of the Western New York division, North Central region dealer sales manager and Chicago area sales manager.



Arnold W. Brumm

HOW TO BREAK RECORDS FOR HAND TOOL SALES

Feature **BLACK DIAMOND'S** **famous Handy file**



Specially priced for Hardware Week

Regularly 86¢

SPECIAL FOR IRHA WEEK ONLY—69¢

Here's a proven record breaker! Last year your customers bought more Handy files during IRHA Hardware Week than they had ever bought of any file during the same period of time in the history of Nicholson File Company. So we're repeating this special offer—and this year it's bigger and better than ever.

• **Backed by timely sales support:** National advertising in *The Saturday Evening Post*, *Popular Science*, *Popular Mechanics*, leading farm publications. Plus hard-hitting show cards, streamers, newspaper mat ads, other merchandising aids from Nicholson File Company for the great IRHA Hardware Week promotion.

• **An old friend to your customers,** because it's one of Black Diamond's most heavily advertised products. They'll recognize that it's two files in one, that it has innumerable uses around farm, home, garage or workshop—and snap it up at this low price!

• **Eye-catching special counter display carton** for Hardware Week. Place it near your cash register to catch your share of "impulse sales" and build up volume sales in files.

**GET BIGGER SALES AND PROFITS WITH BLACK DIAMOND'S
GREAT HANDY FILE SPECIAL FOR HARDWARE WEEK**

Nicholson File Company, Providence, Rhode Island

(In Canada: Nicholson File Company of Canada Ltd., Port Hope, Ontario)



Your cost:
\$5.52 doz
Selling price:
\$8.28 doz
Your profit:
\$2.76 doz

Black Diamond Handy File

Minnesota Paints, Inc. Names Sales Managers

MINNESOTA Paints, Inc., Minneapolis, Minn., announces the appointment of Paul M. Hutchison to the new position of Southwest District sales manager. Hutchison formerly served as trade salesman in the Southwest District. His 11



Hutchison

Merritt

years experience in the paint field includes work as a territory representative and division manager.

J. B. Merritt was appointed to the newly created position of sales manager of Texas. Merritt takes over in his new capacity after two years of service with "Minnesota" Paints. His experience in the paint field as a salesman covers over 19 years. Merritt is a native Texan and will live in Waco.

New Warehouse Planned for F. W. Heitmann Co.

NEW OFFICE and warehouse facilities are currently being constructed by the F. W. Heitmann Co., hardware wholesalers in Houston, Texas. Contract has been let for a new plant consisting of warehouse and office facilities covering about 156,000 square feet, according to the announcement by G. E. Ploeger, president of the company.

The new plant is located on Old Clinton Drive between Kress street and Gazin street on a 10-acre tract. Total cost will exceed one million dollars.

In announcing the new facilities, Mr. Ploeger stated: "We believe

that everything going into this plant will give our customers faster and better service and the business generally will be handled far more economically as different types of mechanical equipment will be installed."

Construction has already begun on the new building which is slated to be ready for occupancy in August 1956.

Jason Industries Buys Earle Hardware Firm

THE EARLE Hardware Manufacturing Co., Reading, Pa., has been sold to Jason Industries, Inc., of Cincinnati, Ohio. Operations will continue at Reading in the name of Earle.

Jerome K. Jelin, chairman of the board, announced that the hardware firm which was founded in 1916 will continue the manufacture of high grade builders hardware, including door locks of all types, door knobs and miscellaneous shelf hardware. The products are sold by national distributors throughout the country for the building trade.

A broad expansion program already has been undertaken. In order to better serve the trade new lines are being added and other items are being revamped to meet today's demands of the modern builder. As heretofore a complete line of finishing builders hardware is offered through sales representatives from coast to coast.

Ralph B. Paul with the company more than 30 years, remains as president. Other officers are William G. Dennis, vice-president and general manager; Paul H. Bluestein, vice-president; Herbert D. Silver, treasurer; and Harry H. Wachtel, secretary.

South Bend President Heads Toy-Maker Group

THE ELECTION of Robert W. Muessel, president, South Bend Toy Manufacturing Co., South Bend, Ind., to the board of directors of the National Toy Manufacturers' Association was announced by the Toy-Maker Group at its annual meeting held recent-



Robert W. Muessel

ly in New York, N. Y.

Muessel well qualifies for the board's executive position by virtue of his 32 year's experience in the toy industry and his four year's presidency of the South Bend company.

Pflueger Executive Changes Announced

L. C. DIBBLE, executive vice-president and secretary for the past five years of The Enterprise Manufacturing Co., Akron, Ohio, has announced his retirement.

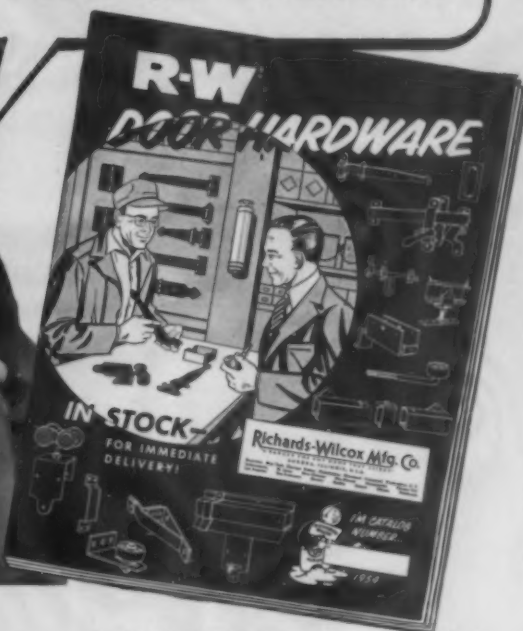
Dibble joined the manufacturers of Pflueger Fishing Tackle in 1915 and has managed the accounting and finance departments, and served as a member of the board of directors. He will continue to act as a consultant. Dibble attended Wittenberg College and is a graduate of Akron Law School.

The new secretary and treasurer will be S. A. Butt, who was formerly assistant secretary and treasurer. He was elected also to the board of directors. Butt has been with Enterprise since 1944 and was previously with the Bethlehem Steel Co. and Firestone Tire and Rubber Co.

John S. Pflueger, Jr. has been appointed assistant secretary and treasurer. He is the fourth generation since E. F. Pflueger founded the tackle firm almost a century ago. He spent two years with the navy after graduating from Wittenberg College. His father, John

(Continued on page 90)

When you keep in-stock
on R-W door hardware
...**WATCH SALES SOAR!**



No question about it... you can't sell what you don't have. But with a Richards-Wilcox catalog at hand—you possess a comprehensive, ready reference to help you keep in-stock on the fastest selling door hardware items in the R-W line.

Not only does this compact catalog contain all the necessary

technical information—it also includes *features, prices, sizes* to help you give concrete answers to customers' "most asked" questions.

Help yourself to a bigger share of door hardware sales! Write now for your free, illustrated R-W Door Hardware Catalog A-91-LP.

Send For
Your
FREE
CATALOG
A-91-LP
TODAY!

NAIL DOWN SURE SALES WITH THE R-W HARDWARE LINE

Garage door hardware • Garage, factory and warehouse hinges • Door latches and bow handles • Door binders & stay rollers
Studding sockets • Silver Streak house door hangers • Trolley track door hangers • Barn Door hangers • Hardware sets for single and double straight sliding doors • R-W Aut-O-Dor electric operators for residential & industrial doors • R-W fire doors

Richards-Wilcox Mfg. Co.

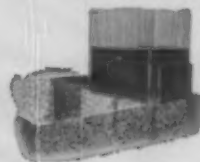
"A HANGER FOR ANY DOOR THAT SLIDES"

Branches in Principal Cities



R-W No. 999
Overhead Garage Door Hardware

is a top quality set constructed of premium materials, including all accessories. You can sell this set with the assurance of complete customer satisfaction.



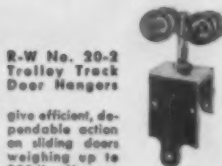
R-W No. 262
Steel Studding Sockets

are the modern way to secure studding in farm, garage, and other structures built over concrete floors or foundations. Stops split or shrunken sills; helps buildings stay stronger years longer.



R-W No. 1019
Silver Streak
House
Door Hangers

are all-steel, single-wheel, precision ball bearing adjustable hangers for sliding closet or cabinet doors weighing up to 100 lbs. The finest vanishing door hardware available... the standard of quality instead of price.



R-W No. 20-2
Trolley Track
Door Hangers

give efficient, dependable action on sliding doors weighing up to 300 lbs. Hangers adjust vertically or laterally for perfect installation on barn, garage or warehouse doors up to 2 1/4" thick.



R-W
Aut-O-Dor

Electric Operators for Residential and Industrial Doors have attained universal acceptance because of their adaptability, dependability, durability. Savings on heat, conditioned air and labor soon pay for the initial investment.



1880

1956

336 W. THIRD STREET, AURORA, ILLINOIS •

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • DOOR OPERATORS • SCHOOL WARDROBES & PARTITIONS

SOUTHERN HARDWARE for FEBRUARY, 1956

53

the ideal metal roofing nail
SEALS ITS OWN HOLE!



DIXISTEEL

TRADE MARK

LEAD HEAD NAILS*

*Made under patent number 2077784



The ideal roofing nail in the ideal package—handy 50-pound Nail Caddy.

Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display DIXISTEEL Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

● **Free samples on request!**

Packed in 50-Pound Nail Caddy

EASY TO DISPLAY ● EASY TO HANDLE ● EASY TO STORE

ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA
P. O. Box 1714 • EMERSON 3441

Their Paint Sales Top \$1,000 Monthly

By Baron Creager

LONG BEFORE the do-it-yourself market was recognized and named as such, sales of paints, brushes and sundries by the Lindop Hardware and Paint store in Dallas, Texas, were almost exclusively to home-owners who finished or refinished their own walls and their own furniture.

This store does a volume of \$1,000 a month (at cost of sales) from the paint department and at

least 95 percent of this gross — possibly even 99 percent — is realized from what is now known as the do-it-yourself trade.

That volume is 10 percent of the annual store-wide total, from a department that occupies slightly less than 4 percent of total sales floor space available. In square feet the paint department occupies less than 100 out of 3,000.

Production of such sales from



Do-it-yourself trade accounts for more than 95% of sales in this compact paint department



R. H. Lindop, owner of the store, is shown above at right, discussing paint product with Roy Miller, department manager and buyer. Right: most of store's paint brush sales are made from this display, which is seven feet long and three feet deep

this amount of space is accomplished with a minimum of advertising and promotion. Specialization, display, careful, pointed buying and knowledge of products and their uses get this job done, once the traffic is in the store. Reputation established through long location produces the traffic in a busy shopping center.

Owner R. H. (Bob) Lindop, in business now 73 years at this one address, can vaguely remember when he sold paint and brushes to painters and to contractors and solicited this business. But, as everyone with a paint department knows, there are disappointments and disadvantages involved in this class of sales, so Lindop's long ago concentrated on getting volume from a multitude of small sales.

Roy R. Miller has been manager and buyer in the department for the past 10 years and he believes that in that period alone, more than 95 percent of paint, brush and sundry sales have been to do-it-yourself customers.

Miller has seen the household painting problem taken from the hands of the professional painter and placed in those of the novice. He finds that the way paint manufacturers produce, label and merchandise their products now, painting is so easy it is almost impossible for a novice to botch a paint job. Therefore, his experience is that it is easier than ever before to sell



from the paint department to the you-do-it trade.

"All you have to do to be an expert salesman in the paint department is read the labels on the cans," Miller commented.

Emphasis on HOUSEWARES

Last month principal feature articles in *SOUTHERN HARDWARE* covered the merchandising of lawn and garden tools, equipment and supplies. This month the emphasis is on housewares—not that this line is a seasonal one, but rather because the many products comprising this line have become so large and profitable a part of the hardware business as to deserve special recognition.

A few other important hardware lines will be featured in the same way during the year.

"To be a little more specific, all you have to know is what the product will do and you can get all that from the label and from literature and charts that factories make available.

"Oh, I will admit that I have done quite a bit of studying on the items that sell from this department. By studying I mean that I have gone to some courses in paint selling sponsored by manufacturers. But I also mean that I have studied human nature. At least I have learned a lot from human nature in my contacts with do-it-yourself buyers.

"For illustration, I will make a suggestion on color to one woman, who is shopping alone. But if the woman shopping for paint is accompanied by two of her women friends, I keep my mouth pretty tight shut. Invariably, if I should make a suggestion of color, the shopper's two friends would find fault with that suggestion and the shopper herself would not endorse the suggestion, even if she liked it. She would not pit her judgment against that of her two friends, so she would keep still. And so should I."

When to keep still and when to talk is something not taught by the factories, according to Miller, but factories supply about all other necessary information on how to be a paint expert.

One factory supplies a book on how to finish unpainted furniture and this book is regularly used at Lindop's. Although Miller is familiar with nearly all procedures on furniture painting, the customer is more easily and more surely

(Continued on page 76)

For those added profits — Give Chain Saws a Try

By W. N. Wilkerson

Managing Partner
John T. Everett & Co.
Memphis, Tenn.



John D. Wallace, vice-president of Wallace Hardware Co., wholesaler in Morristown, Tenn., demonstrates use of chain saw to large group during field demonstration

MANY alert hardware dealers throughout the South have been building substantial added volume and profits through the sale of power chain saws and the trend is increasing at a rapid rate.

There are many, many reasons for handling chain saws according to George Russell, progressive hardware dealer in Dickson, Tennessee, but the best reason is consistently large unit sales yielding high profit. This dealer has set his sights on selling a chain saw every day. During the past three months, he has just about hit that score. When you figure that every chain saw sold means a consumer sale of from \$180 to \$275 or more, you can see why George Russell is so interested!

However, in addition to good profits, there are other excellent reasons for many hardware stores

not now handling chain saws to jump into the field in a big way.

Store Traffic

Certainly one of the most effective selling methods of the big chains is to plunge into items bringing heavy store traffic. Chain saws are certainly traffic stoppers! But more important, chain saws mean store traffic of a kind many local hardware stores have long since lost.

In East Tennessee recently, one of our field service men traveling with a wholesaler salesman called on a hardware store whose owner questioningly asked, "I wonder what has happened to all my axe and cross-cut business." This was a fairly good small farm and pulpwood area and it was apparent what had happened — the chain saw had taken over!

The local hardware merchant not only had been losing the axe and cross-cut business, but, additionally, had been losing the store traffic of those former axe purchasers. Those former customers were buying from the local chain saw dealer such items as gasoline cans, wedges, log chains and many other items. Actually from this standpoint, the alert hardware dealer has no alternative but to recapture business, formerly his exclusively, now being lost to another type of dealer.

Of course, this loss of potential customers can be carried to an even greater extreme as chain saws become more and more popular. The specialty chain saw dealer and small engine repair shop will put in stock more and more

hardware items of a rural nature seeking to make his store a one-stop service for his customers.

Many hardware dealers interviewed in recent swings around the South by chain saw representatives indicate that their fear of handling chain saws is because of their lack of proper service facilities. Make no mistake about it: chain saws involve chain saw servicing. However, service does not have to be performed by the hardware dealer himself. In most towns in the South, there is a small repair shop or local garage interested in service or specialized engine service, plus the outboard motor center.

Due to extremely high sales in
(Continued on page 76)



George Russell, owner of Beasley Hardware Co., Dickson, Tenn., examines a fast-selling model displayed in the tool department



Occupying full departments in many stores housewares lend a special buying appeal

Southern retailers and wholesalers report

Big Volume on Housewares

HOUSEWARES of all variety, ranging from can openers to the more elaborate portable table appliances, are presently accounting for a sizable share of annual volume for both southern hardware wholesalers and retailers.

The important role which both branches of the trade play in the distribution of housewares down South is forcefully emphasized in the results of separate trade surveys conducted recently by SOUTHERN HARDWARE among a large number of hardware dealers and wholesalers in the 16 southern and southwestern states.

The surveys disclosed that virtually all wholesalers and retailers

Southern Hardware TRADE SURVEY

handle housewares products. Among those distributors participating in the survey, sales of housewares account for from three to 45 percent of annual volume, with the average being about 17 percent. The high percentage of wholesalers including housewares in their inventories, plus the wide variety of items handled, clearly establishes the southern hardware wholesaler as one of the most important links

in the housewares' chain of distribution.

The picture is equally impressive on the retail level. Hardware retailers included in the survey report sales of housewares ranging from \$500 to \$45,000 annually. For the typical southern dealer the line accounts for an annual volume of about \$11,000.

The two boxes accompanying this article show the variety of housewares handled by wholesalers and retailers and the percentages handling individual items.

It will be noted that almost all items are carried by a large majority of southern wholesalers. Only woodenware, household

A major line for the typical southern hardware retailer and wholesaler, housewares account for expanding volume

bags, and pottery are carried by less than 50 percent of the reporting wholesalers. In some instances, the percentage of wholesalers carrying certain products is larger than the percentage of dealers handling those same items. The reason for this is that wholesalers sell to a wide variety of outlets, not confining their sales solely to the hardware trade.

Among retailers the merchandising of the products comprising this line is as varied in approach as the products handled. While confined to relatively small sections in some stores, displays of housewares occupy full departments in others. In many stores down South the glitter and sparkle of the housewares displays lend a special buying appeal to the entire store. And there is little doubt that the merchandising of housewares has helped in attracting more women customers to the hardware store.

While no direct comparison with national sales or sales in other regions is available at this time, it is probable that southern hardware retailers are more important factors in the distribution of housewares than retailers in other sections of the country. The primary reason for this is the nature of the Southern market, which, for the most part, is made up of stores in the small towns and smaller cities where they handle items that normally might be found in department stores or specialty stores in the larger metropolitan centers.

And on some products such as picnic supplies and barbecue grills and accessories, southern dealers

have a natural sales advantage. Because the South's mild climate permits outdoor activity much of the year, the sales season for these items is an extended one.

But perhaps nothing indicates more the importance of housewares in the operations of southern wholesalers and retailers than the numerous housewares clinics which have been staged by many wholesalers throughout the South.

The clinic sessions, conducted by factory salesmen in most instances, have served to better acquaint retailers with new housewares products and to pass along to them the latest merchandising and sales techniques.

Having seen their clinics widely attended and enthusiastically received by retailers, many sponsoring wholesalers have indicated their intentions of repeating these events in the future.



High Construction Activity Maintained

AS THE NEW year got under way, the volume of private construction held to levels only slightly under the peak rates of 1955. Declining activity in new housing has been largely offset by advancing outlays for commercial and industrial construction. New housing starts in November, at an annual rate of 1.2 million units, were down slightly from the October rate.

Construction expenditures through the first 11 months of 1955 amounted to 38.9 billion dollars. Construction activity this year is expected to continue at near the record level of 1955.



Farm Income Shows Slight Decline

FARMER'S CASH receipts from marketings in 1955 are being estimated at 29.2 billion dollars, down three percent from the corresponding period of 1954. Average prices were five percent below the previous year, but marketings were slightly up.

Crop receipts came to about 13.2 billion dollars or two percent below 1954.

Products Covered in Survey

(Including percentage of retailers handling each item)

Can openers	99%	Kitchen stools	83%
Aluminum utensils	98	Household cleaners	82
Enameled ware	96	Kitchen scales	80
Galvanized ware	96	Knife sharpeners	80
Food choppers	95	Plastic ware	79
Cutlery	93	Steel-copper utensils	78
Kitchen cooking tools	93	Portable table appliances ..	72
Pressure cookers	93	Juice extractors	72
Household glue	92	Chinaware	72
Ice cream freezers	91	Table flatware	70
Glassware	85	Jar openers	67
Tinware	84	Ice crushers	67
Cast iron hollow-ware	84	Pottery	58
Rubber housewares	84	Woodenware	52
Picnic supplies	83	Household bags and covers	24

Products Covered in Survey

(Including percentage of wholesalers handling each item)

Can openers	100%	Tinware	89%
Galvanized ware	100	Steel-copper utensils	85
Ice cream freezers	100	Household cleaners	85
Pressure cookers	98	Kitchen scales	85
Food choppers	98	Picnic supplies	83
Knife sharpeners	98	Kitchen stools	83
Ice crushers	98	Table flatware	83
Cutlery	96	Rubber housewares	80
Juice extractors	95	Jar openers	78
Enameled ware	93	Plastic ware	76
Kitchen cooking tools	93	Glassware	65
Household glue	93	Chinaware	50
Portable table appliances ..	93	Woodenware	39
Aluminum utensils	91	Household bags	33
Cast iron hollow-ware	91	Pottery	30



The picture above of Frank Nichols was taken in 1940 among a display of "pots and pans." At the time Woodruff's was celebrating its 75th anniversary. A Gadget Shop had just been added. In the same spot 15 years later, Nichols, right, inspects display of sparkling portable table appliances

Look what's happened to "Pots & Pans"

*By Frank Nichols

WHEN I BECAME housewares manager of Woodruff's 30 years ago, the department, for the most part, merely sold "pots and pans." Today almost as much is invested in one electric percolator as was spent on all housewares for the kitchen back in those days.

But before I go further, let me emphasize that I like the change that has come to the housewares department. There are more conveniences — especially for the kitchen — to take the drudgery out of housework. More different kinds of higher-priced items are available for today's housewife. All are well worth their cost, and they mean more volume and afford greater profit possibilities. This is borne out by the fact that our volume today is at least 10 times greater than it was 30 years ago.

However, this didn't just happen with the change in times. It took planning and keeping in touch with new products and trends. It would be easy to stay in a rut, but our aim always has been to keep the department up-to-date. This has meant remodeling from time to time, rearranging merchandise, adding the newest items and dropping others, going to the housewares shows, reading trade and other publications for helpful ideas, and watching carefully the promotions of popular products.



In contrast with the days when housewares business was pretty much confined to pots and pans, a dealer now has the opportunity of

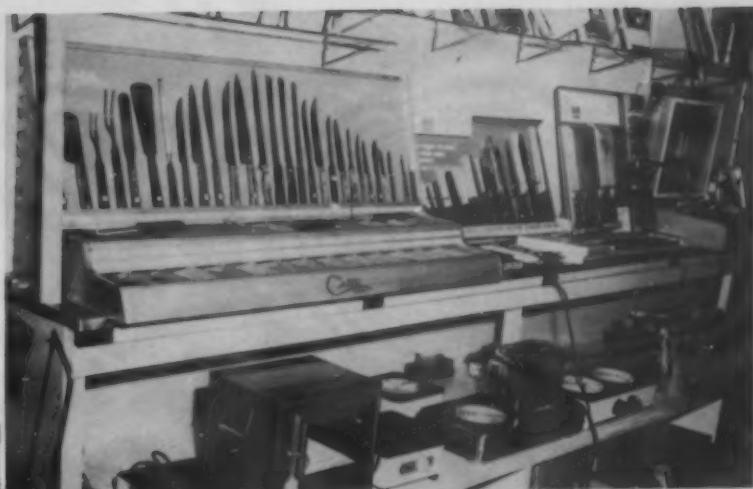
selling such varied, and often high-priced, items as food mixers, glass ovenware, stainless steel utensils, chrome kitchenware, plastic utensils, barbecue grills, portable table appliances, electric clocks, electric fans, television serving tables, complete kitchen cutlery outfits, electric frying pans, and many other items.

And, today, it is easier for a housewife to find what she wants. Merchandise of a kind is grouped together and displayed on the floor, frequently in distinct sections. That also helps make selling easier. I remember when we had to climb a ladder, right on the sales floor, for almost everything. We often had to climb all the way to the top. If we did not get the right size, we would have to climb the ladder five or six times.

Today everything is within easy reach.
(Continued on page 80)

*Shortly after this article was arranged Frank Nichols, veteran manager of the housewares department at the W. W. Woodruff Hardware Co. in Knoxville, Tenn., passed away. Mr. Nichols was well-qualified by years of experience to discuss the changes which have taken place in the merchandising of housewares. At the time of his death he was the company's oldest employee in point of service, having begun his career with Woodruff's in 1911 as a stock boy. For more than 30 years he headed the housewares department and saw it grow from a small section to one of the finest in the South.

Stainless steel flatware has come to be a leading line. Complete sets are attractively packaged—quite a contrast with the days of the old tin knife, fork and spoon. Below: Outdoor barbecue grills likewise have gained in sales appeal. When Frank Nichols started selling housewares years ago, such profit-makers were unheard of. Assistant Manager Jesse Claiborne demonstrates one of store's models



Attractive display of electric clocks has helped to boost sales on this important line in Woodruff's housewares department



Woodruff's keeps in mind that the housewife, with her labor-saving gadgets, has more time for outings now. Grouped for her shopping convenience are complete sets of picnic items. Nearby is a portable hammock which can be taken along. Shown above is an overall view of the store's carefully arranged housewares department



Adequate Parking ...

Abundant parking space flanks the new store—eliminating a major "downtown" problem

\$4,000 a Month

By Baron Creager



WIMBERLEY's in Wichita Falls, Texas, sells housewares at the rate of \$4,000 a month for \$48,000 total annual housewares gross on the basis of 1955 figures and this \$48,000 is 60 percent of total store-wide volume. The other 40 percent of total gross is accounted for by hardware and gift goods.

This word picture represents an almost complete reverse in store management policies since Owner C. A. Wimberley began edging more into housewares because of local and general conditions.

Upon Entering ...

A gleaming display of housewares confronts customers. Also, the rear hardware department where cash register is located is plainly visible



To the Right . . .

Housewares make a definite bid for the attention of all who enter. The store has found it profitable to devote expanded space to this line



from Housewares

In December of 1949 he bought the Bailey-Moline Hardware Co., then more than 26 years in business in Wichita Falls. It was an old-line hardware establishment laying emphasis on builders and shelf hardware with a multitude of 5- and 10-cent items. It then occupied a coveted downtown location in the shopping district. He renamed it "Wimberley's Hard-

ware" and began to take stock of his situation.

"Lumber yards were moving in on the hardware business," Wimberley recalls, "and it was obvious that there would be an abundance of competition in old-line hardware. This would not be good."

"Then there was the same encroachment by the drug stores, chain stores, grocery stores and

other outlets. It was apparent to me that to make progress it would be necessary to lay emphasis on lines that were not so readily handled by all these competitors.

"So we began a process of elimination to make room for more housewares. Builders hardware was first on the list. We eliminated a lot of little items, showing favor to fast-moving shelf lines, and meanwhile we steadily increased our inventory on housewares."

Wimberley found other problems in a downtown location. Parking was becoming a headache, although now some old areas have been cleaned out and replaced with parking facilities. Customers — or shoppers — were generally in a hurry. During lunch hour they were in a hurry to get back to work, in the evening the hurry was to get home. Wimberley reminisced:

"Shoppers generally came to my place first because of its long-established position in the minds of people. But they also went three or four other places later and generally bought at the last stop."

"My traffic was just about 50-50, men and women. With women spending about 80 cents of every family dollar, that was not too good, either."

Wimberley decided on an experiment. A mile and a half from the downtown shopping district, he opened a branch, 25 by 75 feet, under the name of "Wimberley's."

This singular use of the ownership name, without emphasis on either hardware or housewares, yet with the branch heavily stocked with nationally-advertised and recognized housewares, was a positive bid for more feminine traffic. And within a surprisingly



To the Left . . .

The housewares display is an alcove arrangement. Note that behind the check-out counter, additional items catch the eye



Ladies in Charge . . .

The dusting routine is followed religiously by Mrs. Ruby Brooks, above, and Mrs. Ida McCombs, who appears below with Owner C. A. Wimberley. Mrs. McCombs is housewares manager and buyer



short space of time, the branch was doing almost as well as the old-line store.

Therefore, near the site of the branch at the edge of a shopping center, Wimberley erected his own building, flanked by plenty of parking space. The new "Wimberley's" was formally opened February 1954.

It is next door to one of the biggest super-markets in Texas, 90 percent of the customers are women and — Wimberley believes — more than half of his downtown customers moved along to the new location, likewise abandoning "Wimberley's Hardware."

The new store contains 3,500 square feet of sales space compared with 3,000 at the old site, yet elimination of the many low-priced items made it possible to reduce sales personnel from five to two. Typical of policies that produced this economy is the change-over from bulk to factory-packaged screws and the practice of hand-packaging, labeling and pricing all nails.

"Our stock is 60 percent housewares and housewares occupy 60 percent of our space," Wimberley commented, "so why shouldn't housewares account for 60 percent of the gross?"

"To sum it all up, I simply saw an open market in Wichita Falls — a market for housewares. No one else was pushing housewares and I decided to build into that business.

"I am quite happy, very happy, with the results.

"The mark-up in housewares is close to 40 percent. In old-line hardware I did well to get a one-third mark-up.

"There are other advantages. More big-ticket sales. Cleaner. The rate of returned goods is much lower.

"Now, understand, I am not deserting hardware. It is true that the general hardware lines now occupy a relatively small portion of the space available here. It is also true that I have considered even further expansions in housewares.

"But, hardware is essential and it fits right into my picture; especially the type of hardware that home-owners need. Still, with everybody and his brother putting in a stock of hardware, what could an old-line hardware dealer do? Just sit and watch his business disappear?"

Of the technique required in selling housewares, Wimberley says:

"The only sales technique necessary is to know what the item is and what it will do.

"Let people browse, since browsing produces more sales. When a shopper becomes interested in an item, then approach. No pressure."

In a general sense, Wimberley's handles only the top, recognized lines and brand names, uses all factory helps and displays, tries every new item that appears on the market and, if it clicks, the item becomes a part of stock. Often-times Wimberley finds that by reading trade magazines closely and studying advertising, he can sample an item, prove it and then stock it a month or more ahead of his fastest competitor. This, and by frequent trips to the Dallas merchandise mart and markets, Wimberley and his staff of two — Mrs. Ida McCombs and Mrs. Ruby Brooks — keep pace with the industry.

In addition to the overall responsibilities of owner, Wimberley assumes entire responsibility for the hardware section and leaves housewares buying almost altogether to Mrs. McCombs, who was connected with the Bailey-Moline store he bought.

As housewares became more and
(Continued on page 82)



Customers shop at leisure in the sparkling housewares department of Murray Hardware

Displays with Eye-Appeal Build Five-Figure Volume

In housewares merchandising, this dealer believes the success secret is impulse buying

By Beatrice Miller



Lady finds pans neatly stacked which aids her in her purchase

A FLOURISHING housewares department where annual gains over the past five years have brought sales volume into the five-figure bracket for Murray Hardware in Silver Spring, Md., stems from Owner Murray Reinstein's emphasis on display.

"Fully 50 percent of our housewares sales volume can be credited directly to our displays," he stated. "Eye appeal is responsible for most of our sales. The color, the sparkle of the housewares department, and the diversified inventory that invites handling of products are the compelling fea-

tures that make customers buy the housewares they had no intention of buying when they walked into the store.

"About 90 percent of our stock is out on tables and shelves within easy reach of the customers," Reinstein continued, "We devote 1,600 square feet of floor space or approximately half of the store to housewares display and about 1,000 square feet in the warehouse for storage. We have each size and type neatly stocked so that a woman can pull out the particular pan she wants from the bottom of the heap."



Located in a developing suburban area of young families, Murray Hardware makes a practice of watching the housewares advertising of the large downtown department stores. With an eye on prices in the Sunday advertisements of these stores, Reinstein anticipates Monday morning queries on item and price.

"If we can meet department store competition, we will keep our shopper right in the neighborhood, for it will not be worth her while to spend time and effort going into town," Reinstein explained.

Chain drug stores and the supermarkets keep Murray Hardware alert to competitive prices. This dealer discontinued most traffic appliances because of discount house operations. However, he found that by stressing service and the guarantee on electric irons, he continued to do a good volume on this item.

Running specials every two weeks and advertising these specials in the local newspaper is a policy of the store. The specials include such items as cannister sets, waste baskets, rolling pins, aluminum pitchers, a cheaper grade breadbox, etc. By displaying these items in the windows under special signs and around the store, Murray Hardware gets a good response. The specials draw traffic, and customers have an opportunity of comparing the special item with a high-priced quality item.

Members of the sales staff are reviewed and briefed in the features of the special item and sim-

ilar items of higher quality. A display is set up near the entrance or at a point in the store where traffic is heavy.

About four or five times a year Murray Hardware sponsors a housewares demonstration which is conducted by a factory representative. Such demonstrations have included pressure cookers, dinnerware, aluminum cooking ware, stainless steel cookware, etc. One advertisement is placed in the newspaper just before the event takes place, and signs are placed throughout the store. The demonstration is usually held on Friday and Saturday and draws approximately 200 people during this period.

Favorable customer reaction usually follows the mailing of "Spring Festival," a housewares book which attractively presents a variety of household items and prices. Some 10,000 of these 10-page books are put into the mail, and citizens of the community have come to look forward to their arrival.

"Reaction to 'Spring Festival' is

very good. It brings people in, and we sell a lot of housewares as well as items in other departments," Reinstein commented.

Housewares at Murray Hardware are displayed against painted backgrounds of blue, green, wine and white walls. Three tables each of four-tiers, eight-feet long, are spaced to allow ample room for mass displays. Wall shelves, with attractive white and colored brackets and fixtures, and peg board panels highlight this attractive department. Well-illuminated with localized fluorescent lighting above the shelves as well as overhead, this department is an attention-getter upon entering the store.

(Continued on page 82)

Big Week-end Special
20 gal.
heavy duty
trash can
reg. 3.98
\$2.59
MURRAY HARDWARE CO.
Langley Shopping Center—ME. 4-3000
See our ad, page 5

Give MOM For Valentine's Day
Nationally Advertised Housewares Gifts

Specialty Low Priced For Valentine's Gift Giving

For Valentine's Giving ALL FIRE PLACE EQUIPMENT
1/3 OFF
at our regular low prices

BEVERWARE
Complete Selection In Stock

WOLF "Lacey Lodge" BATHROOM SHELVES
(in all colors)

LINCOLN "BEAUTYWARE"
In Tall Chrome, Pink and Other Of The Latest Colors

* Cannister Sets
* Bread Boxes
* Waste Baskets
* Wax Paper and Paper Towel Dispenser

Hundreds of other useful household gifts to choose from.

MURRAY Hardware Co.
"YOUR COMPLETE HOUSEWARES DEPARTMENT"

LANGLEY SHOPPING CENTER
OPEN FOR YOUR SHOPPING CONVENIENCE
every evening 10:00 a.m.
Sundays from 10:00 a.m. to 1 p.m.
CALL ME. 4-3000 FOR FREE DELIVERY

Specials are run every two weeks and are advertised in the local newspaper. Customer above checks through the special items such as cannister sets, etc.



Manager Barksdale sells electric fryer to housewife and together they arrange the financing

By Richard Lane

Separate department sells more

Electric Housewares

WOMEN BUY many things on impulse; and that's especially true of electric housewares items.

Convinced that display creates desire and desire creates sales, Whitten Bros. Normal Hardware Co. of Memphis, Tennessee, several years ago added extra eye appeal to its electric housewares display by establishing a separate department.

As a result, the store has increased sales substantially and is now enjoying a volume that a wholesale supply house believes is unrivalled by any other Memphis hardware store.

But all electric housewares items aren't bought on impulse. Some require intensive promotion and resolute salesmanship. Others sell best during and following mass demonstrations.

Whitten Bros. Normal Hardware Co. believes in touching all the bases. Consequently, these items which many hardware dealers consider as having two brief seasons — Christmas and Mother's Day — are good sellers month in and month out at the big East Memphis store at 549 South Highland Street. Good appliances, the store also has found, are always perfect



Barksdale chats with his housewife customer to see if she is a good prospect for a new iron. Note diversified display of percolators

anniversary gifts.

What the Whitten brothers — Brooks, J. B. and Dewitt — have done with electric housewares items, many other hardware dealers can do if they are willing and able to make a similar effort. And

quite possibly, like the Whittens, these dealers will find allied items selling faster through tie-in sales.

Manager of the Whitten Bros. department, which includes large as well as small electrical appliances, is Lamar Barksdale. Four



Vacuum cleaners are good sellers at Whitten Bros. Here a salesman for a wholesale house helps Barksdale with a demonstration to prospect

other salesmen help him.

To take full advantage of impulse buying, Barksdale believes a store should display the largest and most complete stock possible. "How can you stimulate impulse buying unless you display and catch the eye?" he asks.

Barksdale believes at least one model of every type electric housewares item carried in stock should be displayed prominently. A small difference in shape, appearance or size of a percolator, for example, may determine whether a sale is made or not, he has found.

"This also is quite true of kitchen clocks, now available in so many unusual shapes, such as skillets, teapots and other kitchen utensils," he observes.

Wall Display

Whitten Bros. Normal Hardware Co. doesn't crowd all of its electric housewares on one table. Table displays are used, but a large wall arrangement is the store's most effective eye-catcher. Few women entering the store can walk past it without stopping to pick up and examine an item.

The housewares are well toward the front of the store. Many of the items can be seen from the street. Since the store is near a theater, the windows get more than ordinary attention from strollers.

Electric housewares items stocked by the store include toasters, percolators, waffle irons, waffle bakes, travel and regular household irons, mixers, portable

mixers, clocks, deep fryers, cookers-fryers, double and single hot plates, deep skillets, popcorn poppers, sandwich grills, drink mixers and blenders, hair dryers, knife sharpeners and defrosters.

"Our three best selling small appliances," Barksdale explains, "are mixers, toasters and irons, although other fine sellers are clocks, sandwich grills, waffle irons, waffle bakes and percolators."

"Electric fryers, skillets and hot plates also are growing in demand."

With many homes now air conditioned, Whitten Bros. promotes electric fryers, skillets and hot plates by appealing to comfort-minded customers.

"Anyone with air conditioning knows it's impossible to keep a kitchen comfortably cool when three or four burners and an oven are going full blast," Barksdale points out. "Use of electric fryers, skillets and hot plates can help tremendously in cutting down kitchen heat while at the same time providing menu variety."

"And," he adds, "home-owners without air conditioning also are interested in cutting down kitchen heat and are interested in these items from the standpoint of comfort as well as convenience."

The Whitten store also pushes hot plates for the sports-minded customers. Many double hot plates are used in fishing camps. Single hot plates are popular in offices for making coffee.

The store has found its completely automatic percolator a

good seller. This item can be set for mild, medium or strong coffee. It not only makes coffee the way the user wants it, but it keeps the coffee that way.

Most popular waffle irons are those that will convert from waffle baking to the grilling of sandwiches, eggs, bacon, etc.

Drink mixers and blenders are becoming more popular each year, Barksdale reports. Blenders are widely used by persons on special diets.

Whitten Bros. tries to keep a price range that will appeal to the budget-minded customers as well as to those who prefer medium and higher-priced items.

Financing is flexible and varied to meet customers' needs. The store offers a 90-day carrying period without extra charge. Beyond 90 days, financing depends upon volume. The store carries some of its long-term paper and assists customers in financing large amounts through regular banking channels.

Barksdale places much emphasis on proper demonstration.

"A very important part of any demonstration — whether it is a mass or crowd demonstration or a demonstration for one prospect — is the showing of the many things the unit will do," he explains. "When a woman knows how to use the unit and how to get the most use out of it, she is a much better prospect."

Demonstrations

"As a good example, take an electric deep fryer. Show the prospect how many different things can be cooked without changing the grease. This always impresses and is a great sales clincher."

The Whitten store has demonstrations staged by factory-trained home economists four or five times a year. The store has found them to be very successful. The demonstrations are well advertised in advance to get the best possible attendance. A particularly effective advertising medium for such demonstrations is the East Memphis Shoppers News, which circulates in every home in the neighborhood served by the store. The store also uses regular newspaper, television and radio advertising as well as direct mail from time to time.

Through displays and suggestion, the store tries to tie the electric housewares sales to other items, including such large appliances as

(Continued on page 82)

Settle with Uncle you must but Don't Overpay Your Taxes

This article is based on information supplied by the American Institute of Accountants, the national professional organization of certified public accountants.

WHETHER THE federal income tax rates are cut or not, you may be able to cut your own tax bill — honestly!

To do this you need to know the tax effect of various choices. Your choice of a method of handling a particular transaction can raise or lower your taxes, and sometimes you can save money by a legitimate shift of taxable income or deductions from one year to another. You also are allowed choices in your treatment of certain items in your tax return, such as depreciation.

Many businesses could reduce their tax burden if they were aware of the tax considerations affecting a variety of transactions. The most feasible means for many businesses to keep alert to tax saving opportunities is frequent consultation with a properly qualified advisor. If the firm retains a certified public accountant or a firm of CPAs, there should be tax consultations not just once a year when the filing date approaches, but throughout the year as decisions are made which will affect the tax.

Certain tax-saving steps are still possible at tax-filing time. One of them is the proper choice of depreciation method. The first step is to determine the estimated useful life of any asset acquired during the tax year. Every businessman should have a copy of "Bulletin F," which contains tables of "average" useful lives. It is available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 30 cents. The tables provide a



guide, but it is not necessary to follow them exactly.

The simplest method is straight-line depreciation. It may also be the best in your particular case. Just divide the cost (less what you expect to sell it or trade it in for when it is replaced) by the number of years of estimated useful life, and this is the amount to be deducted each year. In arriving at the original cost, don't forget to include freight and installation charges in addition to the price paid for the equipment.

The law now specifically permits several other methods of de-

preciation for new assets having a useful life of three years or more. One of them is known as the declining balance method. In the first year the depreciation rate is twice what it would be under the straight-line method. The next year the same rate is applied to the amount remaining to be depreciated. This process is repeated each year.

The result is that a greater proportion of the cost is depreciated during the early years of the life of the asset.

Another new method, known as
(Continued on page 82)

*America's most popular Car and
Each washer sale will give you a*

Double News From Osrow

OSROW'S

**QUIK-SUDS
WHIRL-A-WAY**

Only **6⁹⁵**

Better than ever! With new "floating action" swivel coupling—the added improvement that makes the Quik-Suds Whirl-A-Way completely action free! No more hose knots and kinks! Now Quik-Suds Whirl-A-Way moves independently of hose! Coupling is leak-proof, will not loosen.

Quik-Suds Whirl-A-Way, with 100% horsehair brush that rotates at 1500 R.P.M. plus Hydraulic Sudser which you just **PUSH** for suds, **PULL** for clear rinse. No wiping necessary! Has interchangeable 2 and 4 foot handles, molded rubber bumper to prevent scratches and marring. Free 2 oz. sample of "Sparkle" with every Quik-Suds Whirl-A-Way.

Packed in display cartons, or mail order shipping cartons.



Trade-up with the Quik-Suds
Retails for 9.95

**DELUXE
WHIRL-A-WAY**

- New interchangeable 3 and 6 foot handles. 3 ft. handle is perfect for car washing... 6 ft. handle gives average person a 12 ft. reach in home washing.
- New heavyweight rubber covered handle provides a firm, sure grip... gives your washer lifetime protection.
- New built-in precision-engineered shut-off valve gives you on-off water control where you want it... in the handle, not at the faucet. Leakproof coupling has all-important rotary action.

OSROW PRODUCTS CO., INC.

Home Washers now have a repeat sale partner!
customer for this sales-proved Liquid Detergent!

...Double Sales For You!



☆
OSROW'S
☆
Sparkle ☆

Amazing new liquid detergent is now dressed up for bold new selling! Comes in an eye-catching modern-design can for easier shipping, stocking, selling! "Sparkle" is made only by Osrow, for use in all car and home washers!

Contains fabulous A.N.O.—the miracle additive that makes "Sparkle" the only detergent that shines as it washes...cleans and gleams in one operation...leaves everything it washes "brighter than bright!"

**Osrow Gives You Biggest National
Ad Program in its History!**

Nationally Advertised in **LIFE**
and The Saturday Evening **POST**

TV COVERAGE in major areas
everywhere from coast to coast.



HAZEL STREET, GLEN COVE, L. I., N. Y.

SAVE-A-DOLLAR SALE!

(1) 12 oz. can of "Sparkle"	
which retails for.....	\$1.29
Another 12 oz. can for only.....	.29
Total	\$1.58

Your customers save \$1 on every two cans!
But order now! Offer expires March 31, 1956

Get full information on the SAVE-A-DOLLAR SALE from your distributor!

**DON'T WAIT! Call
Your Distributor Today!**

New *Black & Decker*® 6½" SAW ...heavy-duty power...priced low!

With this Saw you have the most complete builder's saw line...minimum stock meets every job requirement!

ONLY
\$64⁵⁰



Big news for profit-minded dealers! This brand-new, heavy-duty 6½" saw, with the already world-famous B&D 6", 7", 8", and 9" models, gives you a complete builders' saw line—fills every professional need—with minimum stock. Power-built in answer to field requests—power-built to satisfy your most demanding customer—power-built to sell! Check its ruggedness, versatility, power... check *all* its big selling features against the new low price... compare it with anything in the field! Then stock and sell this sensational new B&D 6½" Heavy-Duty Saw! See your B&D distributor, or write: THE BLACK & DECKER MFG. Co., Dept. H-2004, Towson 4, Md.



Look in the Yellow Pages under "Tools-Electric"

Black & Decker®

PORTABLE ELECTRIC TOOLS

NEW FEATURES...

NEW SELLING POINTS...NEW PROFITS!

Selling this saw is easy... because you can prove that you are offering *more for your customers' money*. How? No other saw this size... at this low price... offers as many professional features!

1. *Extra capacity!* Cuts 2¼" depth at 90°; 1¼" at 45°; handles all cuts in 2 x 10 and smaller lumber.
2. *Extra power!* Custom-built motor for heavy-duty sawing—runs cool, without stalling.
3. *Extra safety!* Telescoping guard; larger lift lever; instant release
4. *Extra adjustment features!* Larger wing nuts make depth and bevel adjustments simple, positive, fast.
5. *Extra convenience!* Clear view operation; sawdust blown away from operator and work!

Opal



Two famous names assure you of
HIGHER QUALITY... GREATER PROFITS
in aluminum insect wire screening!



Today's recognized standard of the wire screening industry. Also available: Opal Galvanized and Opal Bronze.

The only brand that carries its name plainly printed on the selvage
... pre-measured for easier dispensing.

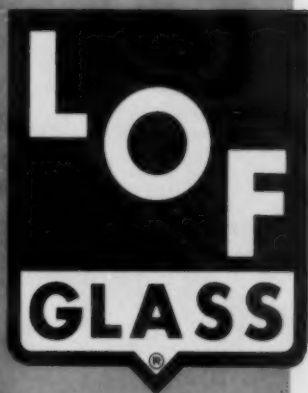
NEW YORK WIRE CLOTH COMPANY YORK - PENNSYLVANIA

"Exclusive Manufacturers of the Highest Quality Screening for Over Half a Century"



Easier TO CUT

Mr. Bernard York of York Hardware, Wallingford, Conn., ran several test-cuts on four well-known *unidentified* brands of single-strength window glass. Mr. York was not told which brand was which until *after* he had selected the one which was easiest to cut. He picked L·O·F window glass every time. Said Mr. York, "This L·O·F Window Glass cuts true and smooth and breaks clean and easy." 28 out of 30 dealers taking this same test made similar statements.



Easier TO SELL

This L·O·F label identifies quality glass wherever it is seen. People know this label—it appeared 234 million times in 1955 advertising alone! And every time it appears it adds to the already strong preference for L·O·F Glass. This preference means faster, easier sales for you.

Easier

TO MERCHANDISE

For "Do-It-Yourself" customers (and there are plenty of them), here's just the folder to pull them into your store. This enclosure offers helpful "How To" hints on replacing broken window glass. You'll find it a big help in building your window glass sales. Order WG-23 from your Libbey-Owens-Ford Distributor (listed under "Glass" in your phone book), or write Dept. 7126, Libbey-Owens-Ford Glass Co., 608 Madison Avenue, Toledo 3, Ohio.



LIBBEY·OWENS·FORD

the easy-to-cut **WINDOW GLASS**





Available free to readers. Circle the number of items wanted on the return post card, page 92

Window Glass. A 12-page catalog entitled "Sales Aids for 1955-56" is offered. The catalog illustrates and briefly describes the various merchandising helps for dealers. Libbey-Owens-Ford Glass Co., 603 Madison Ave., Toledo 3, Ohio.

Circle No. 1 on coupon, pg. 92

Gasoline Engine Tools. A 63-page catalog, describing and illustrating the company's complete line of portable gasoline engine tools, is available upon request. Data and full details are given on the "MG" chain saws, generators, land clearance saws, etc. Also, information on electric and pneumatic chain saws is included in the catalog Number 32. Mall Tool Co., 7725 South Chicago Ave., Chicago 19, Ill.

Circle No. 2 on coupon, pg. 92

Aluminum Reflective Insulation. A 4-page, 8½ x 11-inch, 3-colored brochure has been issued to describe the advantages of Reynolds Aluminum Reflective Insulation — paper covered with aluminum foil on one side (Type B) or both sides (Type C). Application instructions are included in the brochure plus facts concerning the economy of the product and where it can be used best. Request Form BP 315 F. Reynolds Metals Co., 2500 So. Third St., Louisville, Ky.

Circle No. 3 on coupon, pg. 92

Sprayers and Dusters. Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Circle No. 4 on coupon, pg. 92

Garden Hose. Catalog sheets give full information on Biltrite 10-star, 8-star and 5-star Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in color and well-illustrated. American Bilt-

rite Rubber Co., Inc., 22 Willow St., Chelsea 50, Mass.

Circle No. 5 on coupon, pg. 92

Tapes and Tape Rules. Colorful catalog pages cover the company's complete line of hardware items which includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Circle No. 6 on coupon, pg. 92

Toys and Croquet Sets. Doll carriages, strollers, juvenile furniture, and croquet sets are illustrated and described in "South Bend Toys," a 16-page catalog. "Announcing 1956 Croquet" is a new illustrated brochure which describes the special features of 13 models of Croquet Set. South Bend Toy Manufacturing Co., South Bend, Ind.

Circle No. 7 on coupon, pg. 92

Mower Service. "Here's How To Make Business In Your Clinton Service-Center BOOM!" is a 24-page booklet that explains and illustrates 24 successful steps that lead to increased sales. The booklet puts the store owner in the shoes of his customer during a 30-minute step by step tour of the business. Customer relations, special demonstrations, open houses and other promotion plans are discussed and illustrated. Also included are examples of classified ads, suggestions on giveaway literature and direct mail pieces, and examples of window displays and product booth displays at local fairs. Clinton Machine Co., Maquoketa, Iowa and Clinton, Mich.

Circle No. 8 on coupon, pg. 92

Hand Tools. Described as a guide, ready reference and sales builder, the 1956 Vaco Catalog contains 40 multi-colored pages, is 8½ x 11 inches, Kalamazoo punched for convenient binding into any holder, and has an

8-color cover of heavy coated stock to withstand continuous usage. Illustrations and diagrams supplement the practical information given on screwdrivers, nut drivers, pliers, wood chisels, etc. An entire 6-page section is devoted to the Vari-board merchandising displays. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

Circle No. 9 on coupon, pg. 92

Fishing Tackle. The colorful 1956 Trade Catalog presents a number of new items in every category in the South Bend fishing tackle line. In addition to new items such as two Hollow Glass Casting-Spinning Rods, gift assortments receive special attention. Also, one page is devoted to illustrations and descriptions of the free sales aids offered by the company. An alphabetical index is placed at the front of the catalog while a general index by style numbers appears at the back. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

Circle No. 10 on coupon, pg. 92

Door Hardware. A booklet illustrating door hardware items contains compact technical information and provides answers to customers "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Circle No. 11 on coupon, pg. 92

Water Heaters. Five specification sheets, in color, feature electric and gas water heaters. These contain illustrated descriptive material, including detailed roughing-in dimensions. W. L. Jackson Manufacturing Co., Inc., 1216 E. 40th St., Chattanooga, Tenn.

Circle No. 12 on coupon, pg. 92

Rotary and Reel Mowers. A 2-color enclosure which folds to 3¾ x 7 inches covers the full line of Mow-Master rotary and Mowamatic reel type power mowers. This is available from distributors as Form P-23A. A (Continued on page 76)



FOLLANSBEE Quick Lock STOVE PIPE

Your customers will like the quick, easy way Follansbee Quick Lock Stove Pipe locks into joint. It can be closed without tools, will not slip and makes a joint that stays fast.

Stove Pipe is just part of the complete Follansbee line which is available to your customers. You can offer also the accessories which round out the line—items like: elbows, angles, tees, collars and all types of reducers.

A Complete Line Available



Stove pipe Reducers



Stove pipe elbow and tee

Shipped in sturdy, corrugated cartons
See your jobber or write

**SHEET METAL
SPECIALTY DIVISION**

Box 567

Follansbee W. Va.



A Division of
**FOLLANSBEE
STEEL CORP.**

4-page catalog sheet covers the full line of mowers, is in three colors, and includes detailed specifications and weights for each model. Form P-25. Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis. Circle No. 13 on coupon, pg. 92

Clamps. Much text material on selection, care and use of Jorgensen and Pony Clamps in addition to regular catalog material appears in a 32-page catalog. The catalog is in color and covers "C" clamps, clamp fixtures, bar clamps, handscrews, press screws, etc. Condensed catalogs and pages for house and salesmen's use are also available. Adjustable Clamp Co., 437 No. Ashland Ave., Chicago 22, Ill.

Circle No. 14 on coupon, pg. 92

Their Paint Sales Top \$1,000 Monthly

(Continued from page 56)

convinced if he or she sees the instructions in black and white.

The same is not true of the black and white instructions for producing a desired color or shade. Many customers cannot believe that addition of one-fourth ounce of color from a tube to a quart of a specified color of paint will produce a desired color or shade. In such cases, Miller tells the customer to mix the paint and color as directed and if not satisfied, bring back the merchandise. Returns of this nature are almost non-existent.

Although factory instructions will make an expert, the expert can alienate customers by neglecting to relay certain specific instructions from factory to customer. Miller remembers this incident:

"A woman bought two gallons of rubber base paint from a competitor and, in the transaction, asked what to use for thinner. This salesman told her any thinner would work, which is not true. Rubber base paint requires its own thinner. Therefore, the woman ruined both gallons of paint.

"When she came into our store she was naturally, in a very disagreeable mood. But in the end she replaced the two gallons she ruined with paint from our store, along with correct instructions, and has been a customer since then."

Another point where exact instructions are required is in the use of rubber-base paint in a bath room. Miller says that customers should be warned that although the paint dries in 30 minutes, it will spot if splashed with water before the end of the curing period,

which is three weeks.

Paint brush sales at Lindop's average \$200 a month and brushes are stocked in the retail price range of 20 cents to \$10.00.

However, there is a very limited demand from the do-it-yourself trade for brushes that retail above \$3.95.

"We sell a few of the higher-priced brushes to painters now and then," Miller explained, "but our stock on the better-priced brushes is purposely held down.

"The home owner who is going to paint his garage or refinish a room will seldom invest more than \$3.95 in a brush because, when he is through with the job, he is through with the brush. One reason is that he doesn't know much about the care of a brush. And to most home-owners and do-it-yourself painters, the task of cleaning a brush is distasteful.

"Of course, I always try and generally succeed in selling the customer up to a good quality of brush, suitable to his needs. I don't try to sell the most expensive brush, but I do try and do sell a brush that will produce a good quality job for the reason that from my viewpoint, an unsatisfactory job will ruin another sale. And from the customer's viewpoint, an unsatisfactory job will be a waste of his time and money. On that basis it is relatively easy to sell the customer up to a brush suitable to his or her needs."

Display alone sells brushes, says Miller. Seldom is paint sold without the sale of a brush and display results in many brush sales on impulse, when there is no paint sale.

Although husbands often accompany wives when a paint selection is made for furniture or walls, 75 percent of decisions on color are made by women among do-it-yourself customers at Lindop's.

Normally, the store carries a \$3,000 inventory and mark-up in the paint, brush and sundry department is about 25 percent.

For Those Added Profits, Give Chain Saws a Try

(Continued from page 57)

recent years of power mowers, this type of repair station has become quite commonplace. Many hardware dealers, who have found chain saws to be profitable items in today's consumer markets, have made arrangements for servicing with local service centers, often right down the street.



16 Fast-moving Money-Makers
in **UTICA**'s pre-tested H-8

TOOL MERCHANT display

This Utica® "Tool Merchant" display made of durable, lacquered red metal has been market pre-tested to insure you quick tool turnover. It's proved itself a winner in the field and it's now ready to win sales.

Designed as a semi-permanent fixture to fit perfectly into Peg-Board displays or on wall or cabinet door, etc. The "Tool Merchant" holds two each of Utica's fastest moving tools. Minimizes inventory problems.

**ACTUAL TESTS PROVE
THESE TOOLS ARE FAST MOVERS**

- | | |
|------------------------------------|---------------------------------------|
| 2 ea. 91-8 adjustable wrenches | 2 ea. 7-6 slip joint pliers |
| 2 ea. 91-10 adjustable wrenches | 2 ea. 50-8 side cutting pliers |
| 2 ea. 40-7 diagonal cutting pliers | 2 ea. 507-10 rib joint pliers |
| 2 ea. 41-6 diagonal cutting pliers | 2 ea. 654-8 long nosed cutting pliers |

RETAIL PRICE
16 TOOLS.....**\$42.68 list**

NO CHARGE FOR DISPLAY

YOUR COST
FOR 16 TOOLS.....**\$28.46**

YOUR PROFIT \$14.22

AND you'll keep refilling the "TOOL MERCHANT" for more and more profitable sales because these tools are intensively ADVERTISED TO YOUR CUSTOMERS

It pays to sell quality tools



and the world's best tools
are made in U.S.A.

THE HALLMARK OF QUALITY

**UTICA DROP FORGE AND TOOL
CORPORATION**

UTICA 4, NEW YORK

In Canada: ADLAM TOOL & SUPPLY CO., LTD., MONTREAL

SOUTHERN HARDWARE for FEBRUARY, 1956

"Jorgensen"
REG. U.S. PAT. OFF.

AND

"Pony"
REG. U.S. PAT. OFF.

CLAMPS favorites in industry, schools, home and farm for over fifty years. Competitively priced . . . and you can offer them with pride and confidence.



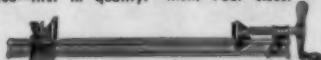
"PONY" clamp fixtures make highly efficient, instant-acting bar clamps on ordinary black pipe. Four styles, for use on 3/4" and 1/2" black pipe—no tools required to assemble.



"PONY" "C" clamps—14 sizes, each correctly designed for real service. Low price—but real "quality" tools.



"JORGENSEN" Carriage Clamps are made to "Industrial" standards. One of the most generally used types—very low in price—first in quality.



Style No. 70 "JORGENSEN" I-bar clamps offer visible assurance of great strength. No notches—"Multiple Disc Clutch" adjusts instantly—holds securely. Eight sizes.



Genuine "JORGENSEN" hand screws—always preferred by those who know good tools. Hard maple jaws—made in our own factory for perfect grain. Carefully fitted steel spindles.



"JORGENSEN" hinged clamps—something NEW! Hang out of the way when not in use—swing up into clamping position when wanted. Can be mounted in steel track for "sideways" adjustment. Used on any bench or sawhorse.

**SOLD THRU
LEADING
WHOLESALE**

**Southeastern
Sales Representative:**
Perry & Barr Co.
1123 Church St.
Nashville 3, Tenn.

**Southwestern
Sales Representative:**
Reid, Taylor &
Cosart, Inc.
2011 Cedar Springs
Dallas 1, Tex.

ADJUSTABLE CLAMP CO.

"The Clamp Folks"
437 N. Ashland Ave. Chicago 22, Ill.



Write for free,
32-page catalog

Of course, the hardware dealers reserve for themselves the high profits involved in selling replacement chains, bars, and other types of the more expensive replaceable parts.

This contact between the hardware store and his small engine repair service station has been quite beneficial to the hardware business because it allowed the hardware merchant to get into all types of power equipment items. It is a "natural" for further development and certainly the big chain stores have followed this exact same pattern.

High Volume

With a consistent "push" on chain saws, hardware dealers can obtain excellent volume the year round, but with particular emphasis on the fall months of September, October and November and the winter months of January, February and March. These high unit sales go a long way towards meeting each day's operating costs. It is not unusual for specialty chain saw dealers to sell as many as 30 to 50 saws per month even in relatively small areas. Chain saws receive exceptionally hard usage in the field and the replacement market year by year is an extremely good one.

Nationally, it is estimated that chain saw sales are increasing at the rate of 40% per year. One big national chain store organization does a business estimated at about five million dollars per year on saws, and increasing!

Chain saws offer a good profit margin. Generally, there is very little price cutting on saws and there are certainly a small number of qualified saw manufacturers who watch carefully for signs of price cutting. It is essential that good margins be maintained on all power equipment.

In selecting a line, a hardware dealer probably can work best through his wholesale hardware distributor with a view towards obtaining a line with as wide a range of models as possible to meet his particular local needs. In buying through a wholesaler the dealer's initial inventory investment is relatively small.

Product Knowledge

Some hardware dealers might wonder where to get trained personnel, but most any normal, alert sales person can obtain the necessary product knowledge through

**For
Over
35 Years...**

SOUTHERN HARDWARE has been a dependable guide to the wholesaler and retail hardware trade throughout the South. Up-to-date information on all phases of the hardware business is found every month in its pages. The magazine has been built on a program of service to readers that covers:

- WINDOW DISPLAY
- COUNTER DISPLAY
- STORE MODERNIZATION
- CUSTOMER RELATIONS
- SALES PROMOTION and ADVERTISING
- INVENTORY CONTROL
- EMPLOYEE RELATIONS
- SERVICE DEPARTMENTS
- CREDIT CONTROL
- ACCOUNTING PROCEDURES
- ASSOCIATION ACTIVITIES

Plus, local news about friendly people and their activities in the Southern hardware trade . . . a feature that no other magazine has developed so fully. Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 5, Georgia

WATER BOY

portable water coolers

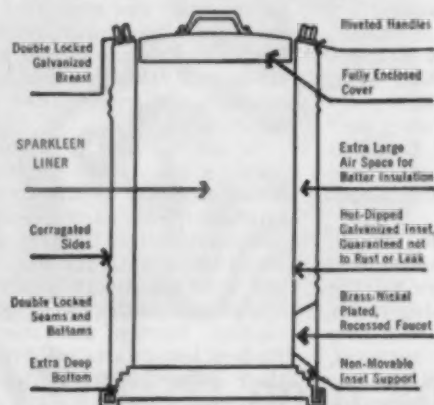
WITH THE NEW
SPARKLEEN*
liner



Keeps water sparkling clean
... keeps coffee, lemonade
and other beverages odor-free,
taste-free

Non-Toxic coating approved
by the Food and Drug
Administration.

NOTE THESE IMPORTANT CONSTRUCTION FEATURES



Here's the modern way to keep drinking water sparkling pure and refreshingly cool! Deluxe WATER BOY portable coolers now feature the amazing new SPARKLEEN liner that is absolutely *non-toxic*, odor and taste free.

What's more, WATER BOYS are big, rugged, built to take abuse on construction and logging work, in oil fields, warehouses, service trucks—everywhere men work. Ideal for hunters and fishermen, too.

Stock and feature these versatile water coolers. In popular 2, 3, 5 and 10 gallon sizes, they're made of quality materials throughout and carry the famous DeLuxe name. Point out the "extras"... they'll build extra sales and extra profits for you!



THE SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

SOUTHERN HARDWARE for FEBRUARY, 1956



Here is the toughest, longest lasting, best buy starter cord for small gasoline engines, lawn mowers, pumps and outboards. King Cotton 100% Nylon Starter Cord resists wear and abrasion and it's unaffected by mold, mildew, oil, gasoline, grease or water.

4 starter cords on a colorful plastic bubble perforated display card . . . hang it up for a wall display or separate for bin display.

Ask your jobber for details.

King Cotton CORDAGE
JOHN H. GRAHAM & CO. INC.
105 DUANE STREET, NEW YORK 6, N. Y.

the several excellent sales and service manuals and wall charts, etc. put out by the saw companies. Asking a few questions of the prospect it is easy to determine the proper model for each user by reference to factory literature. Some chain saw companies hold periodic sales-service dealers schools.

Many hardware merchants have set up financing plans of their own through local banks, and some large finance companies do have time payment plans on chain saws. One large national manufacturer has its own national finance plan on the basis of 10% down and 12 months to pay. Others have good plans, and some wholesale hardware concerns have their own house plans which work very well. Generally speaking, it is estimated that nearly half of the saws sold nationally are on time payment plans. It is essential to work out a financing program on saws as well as on most other big ticket items in order to compete with the chains and national merchandisers.

All in all, hardware dealers must progress and accept new items in order to remain in a healthy, competitive condition. This new field is a logical one for hardware dealers to consider. While there are some problems involved, the market for chain saws provides many dealers with an important extra source of profits.

Look What's Happened to "Pots & Pans"

(Continued from page 61)

reach. The customer can pick up the merchandise and inspect it closely. Buying — as well as selling — has been made easier.

Then, too, the type of utensil has changed as much as methods and types of display. Back then, we sold old, natural-finish cast-iron skillets and pots. Today they are ground and polished, bright as a dollar, and many customers are buying stainless steel and aluminum products.

More glass cooking ware is used, too, for all types of cooking and baking. This merchandise has the advantage of not breaking under intense heat. The same dish now can be used, in many instances, for both cooking and serving.

The new type automatic percolators can just be set and forgotten. Because of such conveniences they are replacing the old-fashioned coffee pot in many homes.

We sell lots of electric percolators, with prices ranging up to \$50. In contrast, the old coffee pot used to sell for 98 cents.

The newest electric fry pans have become quite popular. They have a thermostatic control and can be set for any desired heat — quite a change and quite a convenience for today's modern kitchens.

Altogether, so many things have changed that one hardly knows what to single out first.

Today's cast iron skillets, with porcelain finish, all in color, are quite a contrast to the drab old black-iron product sold years ago. Plain cast-iron skillets run from \$4.60 to \$9.75. Electric skillets run from about \$19.95 without the cover and have become one of the leading electrical appliances of the day.

Then there are grills for outdoor cooking, a line of merchandise which has found impressive acceptance by consumers. Years ago such merchandise was unheard of, yet today, these products have become leading sellers. Men enjoy outdoor cooking in their yards and they take barbecue grills along on outings. And their purchases of many accessory items mean valuable extra profits for hardware dealers.

We sell grill sets, such as a spatula, spoon and fork, all in a box, for \$2.50. And we provide the customers with gloves and aprons, plastic plates, and complete picnic outfits.

Plastic housewares also have become a popular line. There are all types of storage dishes, defrosting trays, water canisters and juice bottles, among other items.

To go a bit further, the old tin spoon, knife and fork were staple items for years. Today, more stainless steel flatware is sold and the volume of sales in these items is considerably greater than in the old days.

In all, the new products eliminate much labor. Electric ice cream freezers, for example, have replaced the old hand freezers. The old, hand-turned freezers sold for about \$2.50, while the electric ones sell for from \$19.95 to \$29.95.

The housewife today wants a modern kitchen and she wants modern housewares too. She wants them more colorful and more attractive in design.

More money is being spent for housewares than ever before, and the manager of a housewares department must keep up to date.

3

WAYS TO MAKE REYNOLDS *DO-IT-YOURSELF* ALUMINUM MORE PROFITABLE FOR YOU!



Keep Your Reynolds Rack Full —and in Full View!

Homeowners go for Do-It-Yourself Aluminum because it makes jobs easier—because one of the pre-formed Reynolds shapes is always just what they need for some particular repair or maintenance job. Be sure your rack has the complete line—and be sure it's out where customers can see it.

Be Sure You're in the Profitable Do-It-Yourself Aluminum Business For Hardware Week

You can sell Do-It-Yourself Aluminum to your customers for an investment of less than \$50. The special Store Merchandiser shown at left (1.7 square feet of High Profit Space) is FREE with several different starter assortments of Do-It-Yourself Aluminum. It will prove quickly the money you can make with Reynolds *Do-It-Yourself* Aluminum. If you already have a fast-selling Do-It-Yourself Rack in your store, use the Store Merchandiser as a special screen materials display . . . it's a great seasonal tie-in.

Sell Nicholson Files and Reynolds Together—a Related Items Natural!

Reynolds and Nicholson are working together on ads in 14 major consumer magazines in March and April—to sell more of your customers on both fine products. Because there's "a Nicholson File for every purpose" in working with aluminum you'll sell Nicholson or Black Diamond brand files to every Do-It-Yourself Aluminum customer.

AVAILABLE IN CANADA

REYNOLDS *DO-IT-YOURSELF* ALUMINUM

Reynolds Metals Company, 2468 S. Third Street, Louisville 1, Kentucky
See Reynolds' new program "Frontier"—Sundays on NBC-TV





"Alumaloy" turnbuckle body won't rust or corrode, galvanized rod will do the job. Two screws provided with each brace. 42" regular available mounted on attractive merchandising card. Packed one doz. per box; 1, 2, and 3 gross in shipping carton. Order now for spring business.

21" REGULAR - THD. DIA. 5/32"
42" REGULAR - THD. DIA. 5/32"
42" HEAVY DUTY - THD. DIA. 7/32"

Check Your Stock on
these Year 'Round
Best Sellers

✓ EYEBOLTS ✓ TURNBUCKLES
✓ U-BOLTS ✓ S & B HOOKS
✓ COMPLETE BRIGHT WIRE LINE

Turnbuckles
TURNBUCKLES, INC.

BOX 333, MICHIGAN CITY, INDIANA
FACTORY - GRAND BEACH, MICHIGAN
ONE GOOD TURN(BUCKLE) DESERVES ANOTHER

The old fashioned housewares department can no longer survive.

\$4,000 a Month from Housewares

(Continued from page 64)

more important to Wimberley's, Mrs. McCombs fitted neatly into the picture and has specialized in the field. She makes four to six trips to Dallas every year and spends much of her spare time reading trade magazines. This is essential, she says, because all source salesmen cannot be depended upon to keep her posted on new items. With such application by himself and Mrs. McCombs, Wimberley finds formal sales meetings unnecessary and that informal discussion in spare time is sufficient sales training.

Wimberley has never had occasion to regret the changes that have been made.

Changes by wholesalers in their manner of doing business and changes in his own store policy have made it possible for Wimberley to reduce inventory from \$36,000 to \$25,000. He is only a couple of days removed from his source of supply, as far as deliveries go, so his inventory on most items is a 10-day stock.

And the change in his own location has, he believes, changed the buying habits of many people.

"People were always in a hurry down town, always more price conscious down town," he says. "They shopped my store first and bought elsewhere.

"Now, I am convinced, a great many people do their shopping down town, stop on their way home here — and buy."

This Department Sells More Electric Housewares

(Continued from page 68)

refrigerators, washers, dryers, gas and electric ranges, dishwashers, disposers, vacuum cleaners, air conditioners and water heaters. It also ties the small electric appliances to aluminum ware, dishes and other household items, including polishers, sweepers and scrubbers.

What about service?

"We service everything we sell," Barksdale declares. "Of course, where small appliances are covered by factory warranty, we have

them serviced by a factory service station. Assurance of service is important in all appliance sales."

In addition to the store at 549 South Highland, the Whitten brothers operate a store at 2909 Park Avenue, also serving East Memphis. Success of the appliance department at the South Highland store has led the Whittens to establish a separate appliance department at the Park Avenue store recently.

Attractive Displays Build Five-Figure Volume

(Continued from page 66)

"We believe that successful selling of housewares is based largely on impulse buying. If we can get people in, we let our attractive and well-stocked department do the rest. Good volume follows," Reinstein said.

Don't Overpay Your Taxes

(Continued from page 69)

"sum of the years' digits," has a similar effect. You should figure depreciation on a new asset in all possible ways so that you can decide which is best for you and make the proper choice.

These methods of rapid depreciation may be particularly helpful to a company which is currently making large outlays for new equipment, but the depreciation left for the later years of the asset's life will be less than under the straight-line method. The best method depends upon the circumstances of the individual company, and is also affected by such imponderables as estimates of future earnings and tax rates during the life of the asset.

Taxed as a Corporation

There is a provision in the 1954 Internal Revenue Code which allows some proprietorships and partnerships to be taxed as if they were corporations. This choice should not be made lightly, as there is considerable uncertainty about the provision and the proprietorship or partnership desiring corporate tax treatment might find it better actually to incorporate.

Regulations now permit changes of fiscal year in some cases without permission of the Treasury Department. Generally it is wise to use the fiscal year which corre-



BOBBY AVILA



RALPH KINER



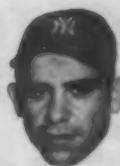
BILL GOODMAN



ED MATHEWS



MICKEY VERNON



LARRY BERRA



GEORGE KELL



AL KALINE



VERNON STEPHENS



JACKIE ROBINSON



"PEE WEE" REESE



NELSON FOX



TED WILLIAMS

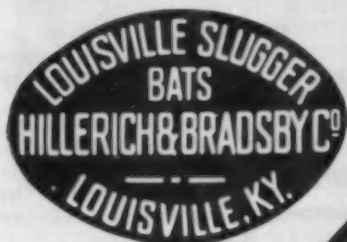


MICKEY MANTLE



AL SCHOENDIENST

not a shadow
of a doubt...
Baseball's
Greatest Bat



These players' autographed
models comprise the 125
fine of famous Louisville
Slugger Bats.



JOE DIMAGGIO



TED KLUSZEWSKI



ROGERS HORNSBY



AL "FLIP" ROSEN



FERRIS FAIN



HARVEY KUENN



ED "DUKE" SNIDER



HANK SAUER



RICHIE ASHBURN



GEORGE "BABE" RUTH

LOUISVILLE SLUGGER BATS

CATCH SHOPPERS' EYES and their DOLLARS with National Linoleum Binding



Colorfully Packaged to Sell On Sight

Just display this convenient, self-service carton on your counter and see how fast National and Columbia Binding moves. Each colorful box contains a dozen clear plastic packages of $\frac{3}{4}$ " linoleum binding—12 feet long, conveniently punched for fastening and with the nail supply enclosed. Available in brass, aluminum or stainless steel.

It's good business to sell the complete National line:

- ★ WEATHERSTRIPPING • Thresholds • Spring Bronze • Metal and Felt Sweeps • Door and Window Sets
- ★ SPECIAL ROLLED MOLDINGS
- ★ BINDING AND EDGING

Order from your jobber today—
or write us for additional details



2 GATEWAY CENTER
PITTSBURGH, PA.

sponds most nearly with the annual cycle of business operations, ending at the low point of receivables, inventories and loans, instead of a calendar year. This reduces the area of possible dispute over such matters as value of inventories, and has many advantages apart from tax considerations. The change should be carefully timed, though, to avoid possible adverse tax effects during the changeover period.

Under the present tax law, payments from your company to employees for treatment of sickness or injury are not taxed as income of the employees. If the company has a plan for continuing all or part of an employee's pay while he is absent for sickness or injury, limited amounts of this "sick pay" are also tax exempt.

This applies whether the payments are made by the company or by an insurance company. In the case of a sickness requiring hospitalization even for one day during the course of the illness, or in the case of any injury, the first \$100 per week of payments are tax free. In the case of sickness which does not require as much as a day's hospitalization, the exemption begins after the first week of absence.

No great formality is required concerning the "plan" but it should be explained to employees, and appropriate records kept of the amounts paid. Proposed regulations governing tax withholding in 1956 from payments to ill employees were still under discussion when this article was prepared.

If you contract for repairs and improvements to your business property, be sure that these two types of work are billed separately. Should you lump them together, you may find that the entire cost has to be capitalized for future depreciation. By listing the cost of repairs as a separate item you are allowed to deduct it as an expense of the current year.

For example, you might have a furnace repaired and new radiators added. By separating the charges you can deduct the cost of the repairs in the current year, although the new radiators would be improvements subject to depreciation during their useful life.

Many deductions are lost through failure to keep adequate business records. Be sure that you have good records to show you what deductible expenses you have had, and to back up your deductions in case they are questioned

by the Government. This applies particularly to your out-of-pocket business expenses, such as travel and entertainment of customers, and to items which are deductible on your personal income tax return.

Good records and properly qualified professional tax assistance — at tax-filing time and throughout the year — are the keys to income tax savings.

Contest for Displays of Fiberglass Screening

TWENTY FREE vacation trips are being offered to hardware and building supplies retailers as prizes in a contest sponsored by Owens-Corning Fiberglas Corporation, manufacturer of coated glass yarns used in Fiberglas screen cloth. The contest is one of the largest ever conducted in the retail hardware trade.

The contest will be based on in-store or window displays that include Fiberglas screening. They will be judged on originality, appropriateness and customer appeal, with the greatest emphasis on the power of the display to build traffic. Photographs submitted to an independent firm will provide the basis for making awards.

To avoid pitting small stores against big ones, prizes will be given in four sales-volume categories: stores with annual volume under \$60,000, between \$60,000 and \$99,000, between \$100,000 and \$199,000, and more than \$200,000.

Five Prizes

Five prizes will be awarded in each group. Each prize consists of a one-week home-to-home trip for two to any of four resorts — Bermuda, Nassau, Montreal or Mexico City — plus \$50 in cash.

Contest rules stipulate that the display must be maintained for at least 30 days during the period from April 1 to June 30, 1956. A Fiberglas representative will take a contest picture at no charge or the retailer himself may have one taken.

Complete information and entry blanks may be obtained from wholesale salesmen.

Fiberglas screening, which was nationally distributed for the first time during 1955, is made of vinyl-coated glass yarns. It is highly resistant to the elements, will not stretch or shrink, possesses great



It's The Favorite . . .

A cross-section survey throughout the South definitely proved that, of the farmers questioned, *two-and-a-half times* as many preferred Tennesseeal Roofing as *ALL* other brands of galvanized roofing combined! Sell popular Tennesseeal!

Actually Costs Less . . .

Tennesseeal can be nailed to properly spaced purlins and doesn't need solid decking. The installed cost per square is *FAR lower* than many other roofing materials. There's no better way to keep your customers

happy than to save them money without sacrificing quality. Sell *cost-cutting* Tennesseeal!

Leak-Proof Steel Blanket . . .

Every sheet of Tennesseeal is made to give perfect protection. Special V-Drains carry away any water blown or drawn into side laps. Triple cross crimps and a pressure lip form a dam that guards against water seepage in end laps. Tennesseeal's tension curve design keeps each sheet snug against roofing supports. This patented feature effectively guards against leakage resulting from rain being blown

under laps. Sell *efficient* Tennesseeal!

Other "Easy Sellers" . . .

Two more popular TCI products are USS American Fence and TCI Wire Nails. Their well-known quality is backed up by the South's largest producer of steel products. Farmers know that American Fence costs less *because it lasts longer*. For your convenience, TCI Nails come in handy, heavy-duty cardboard cartons, designed to conserve storage space. Always specify TCI products by name when you order. It pays to buy from TCI!

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA



USS TENNESEAL V-DRAIN ROOFING
USS AMERICAN FENCE • USS AMERICAN NAILS

UNITED STATES STEEL

NOW!
Dealer Profits Unlimited
 with
CAMILLUS
50¢ KNIFE
TRADE-IN
PROMOTION



50¢
 FOR YOUR OLD-POCKET KNIFE
 When you buy one of these top quality
 CAMILLUS KNIVES

CAMILLUS
has the edge!

Display that Sells
 Quality that Tells

A Sure-Fire
 Sales Booster

**EXTRA PROFIT—
 NO
 EXTRA EFFORT**

20 fast-selling
 Camillus knives
 on free attractive
 display.



Take the leading, top-quality pocket knife—add the first and only knife trade-in ever offered—and you'll come up with a dramatic sales punch that spells **BIGGER PROFITS** for 1956.

To top it all—you have no extra work to do . . . no reports to make. It's as simple as this: Your customer can trade-in his old jack-knife, redeem a coupon you offer him, or redeem a coupon clipped from a national ad . . . any one worth 50 cents toward a brand new Camillus knife.

**CAMILLUS DOES THE WORK
 YOU RING UP THE SALES**

With your order for the attractive 20-knife display above, your jobber will provide a big, free promotion kit containing:
 Window streamer, pennant, coupon book, promotion tips, and dealer prize entry card.

EXTRA \$100
SAVINGS BOND

To dealer with best merchandise program. Details in promotion kit.

ACT NOW!
 Order your trade-in promotion unit today from your Camillus jobber, or write Dept. HA-1 for full information.

CAMILLUS
 CUTLERY COMPANY
 CAMILLUS, N. Y.

America's "Most Wanted" Knife
 —A Product of Fine American
 Craftsmanship Since 1876.

D&M sports equipment



and . . .



the hardware store partners since 1840!



Draper-Maynard, one of the most reliable business names in the nation, has been associated with hardware stores for more than a century. And during those eventful years, D&M has kept pace with a modern line of sports equipment, priced right. If you're not now handling the D&M line—it'll pay you *extra* profits to do so. Contact your wholesaler or write direct. Complete catalogs available.

Draper-Maynard
Sports Equipment

CINCINNATI 32, OHIO

they're the

LITTLE BROWN JUGS. & CHESTS

**"MOST" // BEAUTIFUL
SALES FEATURES
ADVERTISED**



Year after year this is the line "most" advertised... with more radio and TV time... more Magazine and more Billboard space... featuring Little Brown Jugs and Chests than any competitive products on the market.

GIVE YOU THE "MOST" SALES!

What a pleasure to sell merchandise so beautifully designed and so ruggedly built. People are attracted to the smart two-tone color styling and the many quality features... such as extra-thick Fiberglas insulation and sparkling white porcelain acid-resistant interiors. Chests have new easy-action latches and sturdy two-piece construction. And, best of all, there are many models and sizes to choose from.

Other Hemp products include the Vagabond Line of Jugs and Chests completely redesigned for volume merchandising.

Visit Booth 61-62
Southeastern Sports, Boat and Vacation Show
March 3-10



Manufactured by
HEMP AND COMPANY, INCORPORATED
2507 HUNTER STREET
HUNTSVILLE, ALABAMA

Producers of Quality Metal Products for 22 Years

Bassick CASTERS: Sell'em to men...



Sell'em to women



There's more than one place in your store Bassick glides and casters can make money for you.

They'll sell in hardware, of course—mostly to men. But they'll sell just as well in housewares—because women today have an eye peeled for casters, too. The trick is to show Bassicks in both places and remind your customers you carry the best-advertised, best-selling caster on the market.

That's where Bassick's HD-10 demonstrator-display comes in handy. It practically does the selling for you. But if you've only got one Bassick demonstrator right now, better call your jobber and order a second for the distaff side of your store. And a third for your window, too.

It never hurts—especially in this era of quick-service—to let people know you're selling what they're looking for. **THE BASSICK COMPANY, Bridgeport 2, Conn. In Canada: Belleville, Ont.**



MAKING MORE THINGS OF CASTERS... MAKING CASTERS DO MORE

impact strength, and is easily handled without scratching or taking a permanent set. Screen cloth weavers are Chicopee Mills, Plastic Woven Products, Lockset, and Soule Mill.

Mossberg Ups Dealer Profits Margins

WORD HAS gone out to Mossberg dealers that, effective January 2, dealer mark-ups on their cost will be 33½% instead of 25% which has largely prevailed in the industry for many years. The new mark-up will apply on all models in the line.

"This adjustment was made," says Walter L. Pierson, executive vice-president "coincident with a general price adjustment. It recognizes the fact that the costs of doing business in almost any line are increasing and we're glad to be able to do our bit in helping our dealers. We think it will come back to us in more promotion at the dealer level and that the dealer's push will up his sales. So everyone is ahead of the game."

Upward price adjustment on the Mossberg line is the first since 1950 and, according to the factory, still keeps Mossberg well within the attractive, popular price category.

CONVENTION DATES

Alabama Retail Hardware Association—Convention and exhibit, Coliseum, Montgomery, Feb. 19-21, 1956. Charles Giles, Secretary, 409 N. 23rd St., Birmingham.

Arkansas Retail Hardware Association—Convention and exhibit, Robinson Auditorium, Little Rock, Feb. 12-13, 1956. J. Wayne Tisdale, Executive Secretary, 908 Rector Building, Little Rock.

Hardware Association of the Carolinas—Convention and exhibit, Radio Center, Charlotte, N. C., Feb. 21-23, 1956. Headquarters, Hotel Charlotte. D. W. Laws, Secretary, 118½ E. Fourth St., Charlotte, N. C.

Florida Retail Hardware Association—Georgia Retail Hardware Association—Joint convention and exhibit at George Washington Hotel, Jacksonville, Fla., March 4-6, 1956. W. W. Howell, Executive Manager, P. O.

Box 183, Waycross, Ga.

Kentucky Retail Hardware Association—Convention and exhibit at Kentucky Hotel, Louisville, Jan. 31-Feb. 2, 1956. Edward H. Keiley, Secretary, 501 Republic Building, Louisville 2.

Louisiana Retail Hardware Association—Convention and exhibit at Roosevelt Hotel, New Orleans, March 11-12, 1956. David O. Mansfield, Secretary-Treasurer, P. O. Box 1696, Jackson, Miss.

Mississippi Retail Hardware Association—Convention and exhibit at Heidelberg Hotel, Jackson, Feb. 5-6, 1956. David O. Mansfield, Secretary, P. O. Box 1696, Jackson, Miss.

Missouri Retail Hardware Association—Convention and exhibit at Jefferson Hotel, St. Louis, Feb. 14-16, 1956. Harry F. Scherer, Executive Secretary, 1189 Arcade Building, 812 Olive St., St. Louis.

Oklahoma Hardware and Implement Association—Convention and exhibit at Municipal Auditorium, Feb. 21-23, 1956. Aaron Gritzmaker, Executive Secretary, 512 Midwest Bldg., Oklahoma City, Okla.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association—Joint convention, New Orleans, La., April 15-19. Headquarters, Roosevelt Hotel. T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., Managing Director, SWHA, A. L. Faubel, 342 Madison Ave., New York 17, N. Y., Secretary, AHMA.

Tennessee Retail Hardware Association—Convention at Andrew Jackson Hotel, Nashville, Feb. 19-21, 1956. Morris Jones, Secretary, P. O. Box 784, Nashville, Tennessee.

Texas Hardware & Implement Association—Convention and exhibit, Dallas, Jan. 29-Feb. 1, 1956. Ray M. Souder, Executive Director, 1108 Gibraltar Life Bldg., Dallas, 2.

Tri-State Hardware & Implement Association—Convention at Herring Hotel, Amarillo, Texas, Feb. 13-14, 1956. R. B. Allen, Executive Secretary, 1408 4th Ave., Canyon, Texas.

Virginia Retail Hardware Association—Convention and exhibit at Hotel Chamberlain, Fort Monroe, Va., March 4-6, 1956. George T. Omohundro, Jr., Secretary, Scottsville, Va.

West Virginia Hardware Association—Convention at Hotel Prichard, Huntington, Feb. 12-14, 1956. James C. Fielding, Managing Director, 1628 McClung St., Charleston 1.



to be **SURE**
of **PROFITS**

Available in your choice of Newton's three famous lines, as below; packed one spool in individual plastic box, with colorful outer merchandising sleeve—12 to display carton.



FREE
COUNTER DISPLAY



SPINNING

"FITZIT" PAK

**A NEW IDEA IN FISHING
LINE MERCHANDISING**

**NOW! SELL A SINGLE SPOOL
WHICH PROPERLY FILLS THE
SPINNING REEL SPOOL**

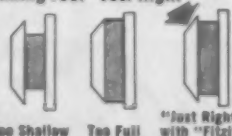
FOR OPEN FACE REELS			FOR CLOSED FACE REELS		
GHOST BRAIDED MONOFILAMENT					
COLORS: Camouflage, Blue					
TEST	YDS.	LIST PRICE	YDS.	LIST PRICE	
4	250	\$3.75	200	\$3.00	
6	200	3.40	150	2.60	
8	150	3.00	100	2.25	
10	110	2.50	85	2.00	
SOFT IMPORTED MONOFILAMENT					
COLOR: Green					Germany
2	300	3.00	250	2.75	
4	250	2.75	200	2.40	
6	200	2.50	150	2.10	
8	150	2.25	100	1.80	
10	110	2.10	85	1.65	
FLEXCAST LIMP MONOFILAMENT					
COLORS: Camouflage, Green, Mist					
4	250	1.90	200	1.50	
6	200	1.70	150	1.30	
8	150	1.50	100	1.10	
10	110	1.35	85	1.00	

PACKAGING: One spool in a plastic box
with colorful outer sleeve

Now, sell your customer one spool of spinning
line—quickly, easily, at good profit. Improves
performance of his spinning reel. Custom-
wound yardage for test, to fit right. No waste.

"FITZIT" fits the spinning reel "Just Right"

No spool should be
filled more than $\frac{1}{16}$ "
to $\frac{1}{8}$ " of rim of reel-
spool. Best perform-
ance possible only
with properly filled
reel—with "FITZIT."



ASK YOUR JOBBER

NEWTON LINE CO., INC., HOMER, NEW YORK, U.S.A.

SHOW 'EM THE EDGE



that makes

Cortland
BRAND
BETTER!

IT'S SIMPLE to convince customers Cortland Brand is the screening to buy! Simply show 'em Wickwire's Multi-Wire Edge. Point out how it adds strength to the tacking edge . . . causes Cortland Screening to unroll flat, making it easier to handle, cut and install. Use these powerful selling points to help you make more sales.

CORTLAND BRAND Insect Wire Screening is available in galvanized, aluminum and bronze. Your jobber has it in 100 linear ft. rolls, 18 x 14 mesh, 24" to 48" widths. Meets U.S. Department of Commerce Commercial Standard.

Ask Your Jobber For All 3

- **CORTLAND BRONZE** Special alloy screening that's rust-resistant. Bright or "Antique" finish.
- **CORTLAND GRAY-WICK** Durable, zinc-coated screening, made from finest electric furnace steel. Attractive light gray finish.
- **CORTLAND ALUMINUM** Lightweight, rust-and-stainproof Alclad aluminum wire screening.

WICKWIRE BROTHERS, INC., CORTLAND, N.Y.



Cortland
BRAND
WIRE SCREENING
Rolls & Bars • Poultry Netting • Hardware Cloth

CAVERT & LIPSCOMB
NASHVILLE, TENNESSEE
DALLAS, TEXAS

HARDWARE INDUSTRY NEWS

(Continued from page 52)

S. Pflueger, Sr. is president and chairman of the board.

Appointed to the new position of assistant to the president and merchandising manager is E. G. Griffith. He will be a member of the board of directors also. Griffith has been merchandising manager for one year, and prior to that was territorial sales representative.

Westinghouse Backs Fans with Five-Year Warranty

A FIVE-YEAR warranty plan backing all models of Westinghouse electric fans has been announced by C. E. Anderson, manager of the fan department for Westinghouse Portable Appliances.

In announcing the new plan, Mr. Anderson said: "The five-year warranty plan for Westinghouse fans is another reflection of the company's faith in the quality and workmanship of these products. We believe the five-year warranty plan will be an additional buying incentive to consumers and one that will be welcomed by Westinghouse fan distributors and dealers.

"The new plan covers all Westinghouse fans shipped after August 1, 1955," Anderson said. "Each fan is guaranteed to be free from defects in workmanship and material for a period of five years from the date of sale to the original purchaser. The Westinghouse Electric Corp. agrees to repair or replace, free of charge, exclusive of exterior finish, any parts which may become defective under normal and proper use, provided the fan is used on the voltage and frequency circuits marked on the name plate and provided the fan is cleaned and lubricated according to the instructions supplied by the manufacturer.

"To obtain repairs, purchasers will be asked to return the fan to the dealer from whom it was purchased, or to an authorized Westinghouse service organization listed in the Classified Telephone Directory."

More complete details have been sent to Westinghouse fan dealers and distributors in a letter from the Company's Appliance Service Department.

DEALER SALES AIDS

**For more information on these sales aids
use the free post card at bottom of page**

Garden Hose Center

The Bilrite Garden Hose Shopping Center Display is made available to dealers by American Bilrite Rubber Co., 22 Willow St., Chelsea 50, Mass.



The permanent self-service display is made of heavy gauge steel; is colored in red, yellow and black; rolls on swivel caster wheels; and occupies a minimum space of 16 inches by 28 inches. Fifty-four inches high, the two-sided merchandiser displays 24 full coils of hose.

The merchandiser is available to dealers at \$10.95, f.o.b. their store. For more information—

Circle No. 632 on coupon, pg. 92

Gun Holder Display

O. F. Mossberg & Sons, Inc., 131 St. John St., New Haven, Conn., are offering dealers a free new window and counter gun holder display.

The holder which is 8½" x 8½" x 7" will accommodate any gun in the Mossberg line and is done in simulated natural blonde wood finish. Tags are provided which fit into slots at the side of the holder for price and model identification.

The display comes packaged flat and can be set up in seconds. For more information—

Circle No. 633 on coupon, pg. 92



"Peg-Board" Dispenser

The B. B. Butler Manufacturing Co., Inc., 3150 Randolph St., Bellwood, Ill., has announced a new "Peg-Board" counter dispenser.



Twelve bins display some of the best sellers in the "Peg-Board" line. Each fixture is identified by picture, name, number and price. In the base of the dispenser, six 24" x 24" "Peg-Board" panels are stored and slide

Handy Return Card

- Request More Information on
Sales Aids
New Products
Catalogs & Bulletins

NO POSTAGE NECESSARY

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 349, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE

806 PEACHTREE ST., N. E.

ATLANTA 5, GA.

out "drawer style" for easy access and demonstration.

The upright section of the new dispenser features a complete stock of the Bubble Cards, customer literature, and the new "Peg-Board" Junk Jars. Space for a "fixture of the month" has been made. For more information—

Circle No. 634 on coupon below

Screening Rack

A tubular aluminum rack to display and dispense "Opal" aluminum screening is being offered by New York Wire Cloth Co., York, Pa., as part of a package deal that includes



five 50-ft. rolls — one each in 26, 28, 30, 32 and 38 inch widths. Besides holding these five rolls, the rack provides storage space for six reserve rolls.

Built-in rollers, used in conjunction with the marked and measured edges of Opal screening, allow measurement of screen lengths right on the rack itself.

Rack is strongly braced and is built to take rough usage. It measures 24" x 32" x 54" and is designed to fit

snugly against a wall to conserve floor space. A three-color sign helps customers to sell themselves on the need for new screening. For more information—

Circle No. 635 on coupon below

Steels Display Rack

A steels display rack again is being offered to all Planet Jr. dealers by S. L. Allen & Co., Inc., 5th St. & Glenwood Ave., Philadelphia, Pa. and can be obtained through distributors.



The new rack is a complete display, and, depending on sizes, will hold from 155 to 250 shapes. It requires 1,200 inches of floor space and is 64 inches high. The rack is shipped in one carton with complete instructions for assembly and erection. For more information—

Circle No. 636 on coupon below

Shears Display Cartons

Seymour Smith & Sons, Inc., of Oakville, Conn., is packaging two types of its pruning shears in cartons that use a minimum amount of space by displaying the shears ver-

tically, and a third type of shears in a Plastafol covered carton.

The two display cartons each hold six shears standing in perforations die-cut in the bottom panels of the cartons. In one carton the shears are attached to removable inserts which also hold a wooden dowel on which the customer can test the ease with which the pruner cuts wood.



The third carton holds a single pair of shears in a paperboard tray with a transparent Plastafol sleeve through which the shears can be clearly viewed. The carton also contains a dowel on which the shears can be tested.

The two display cartons feature drawings of grass and flowers with copy describing the type of shears. These two cartons and the tray section of the third carton are printed green and yellow. The Plastafol sleeve features the logotype and descriptive copy printed red and black. For more information—

Circle No. 637 on coupon below

Brush Peg Board Units

Three new, colorful peg board display units suitable for use as either a floor, wall or counter brush mer-



chandiser are announced by Baker Brush Co., Inc., 83 Grand St., New York 13, N. Y. The new displays are now available, free of cost, with a

2/56

Please send me more information on these catalogs and bulletins:

632	636	640	644	648	652	656	660	664	668	672	676	680	684	688
633	637	641	645	649	653	657	661	665	669	673	677	681	685	
634	638	642	646	650	654	658	662	666	670	674	678	682	686	
635	639	643	647	651	655	659	663	667	671	675	679	683	687	

Please send me more information on the new products circled below:

158	160	162	164	166	168	170	172	174	176	178	180	182
159	161	163	165	167	169	171	173	175	177	179	181	

Please send me more information on these catalogs and bulletins:

1	2	3	4	5	6	7	8	9	10	11	12	13	14
---	---	---	---	---	---	---	---	---	----	----	----	----	----

My Name Position

Company Name

Street

City Zone State

specially prepared brush assortment of regular stock items.

The Baker "Imperial," designed for floor or island display is shown here. The unit is 49½" x 27½" x 23½", with space below suitable for display of tie-in merchandise or extra brush stock.

Two other peg boards include the "Bakerette" for store counters which is 24½" x 27½" x 23½"; and the "Grand" for wall display measuring 24" x 36".

Styled in the modern motif, with grey background and blue pebble-tone molding, each peg board features Baker's newly-designed "snug-fit" brush holders. A price marker is provided on the front of each brush holder. For more information—

Circle No. 638 on coupon, pg. 92

Bait Shipping Carton

A new self-display shipping carton has been adopted by the Fred Arbogast Co., Inc., Akron, Ohio. Known as the Arbogast E-Z View E-Z Dis-



play, the new carton features a die-cut lid which folds in a few seconds to form a sturdy easel supporting a tray of six individually-boxed Arbogast baits.

For more information—

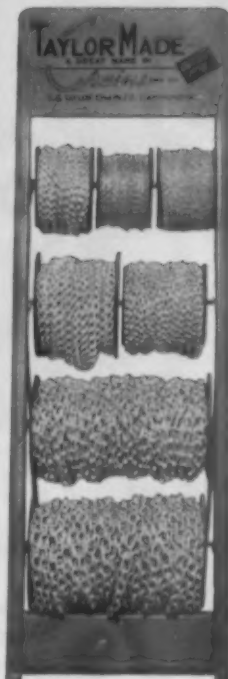
Circle No. 639 on coupon, pg. 92

PRINTED HELPS and other sales aids for 1956

Crescent Tool Co., Jamestown, N. Y., has available for dealers several floor and counter display stands. There are two counter display stands, one of which will accommodate any four and the other any six of the 16 different 12" x 24" tool panels now available. One of the floor stands will accommodate six and the other 12 of the same panels. A similar floor stand is available which will handle any six of nine 24" x 24" display panels. Both the counter and floor displays revolve freely on ball bearings to make it convenient for shoppers to rotate the displays. It is also possible to mount any of these displays on the wall or to stand them
(Continued on page 94)

TAYLOR CHAIN SALES MAKER

rolls up fast,
profitable self-
service sales!



Chain sales are virtually automatic from the Taylor Chain Sales Maker. Customers step right up and help themselves to any of seven types and sizes of weldless, sash or bright chain. That's why wholesalers and dealers alike say it's a self-service chain department in itself—the most profitable two square feet of floor space in their store. Put a Taylor Chain Sales Maker to work in your store and see for yourself what it will do for you!

TAYLOR CHAIN

maintains a complete line of all types of chain
fittings and attachments



Clevis Grab Hooks

Drop forged, carbon steel clevis grab and slip hooks. Available in six sizes. Finish—self-colored.

Regular Grab Hooks →

Drop forged, carbon steel grab and slip hooks. Available in nine sizes. Finish—self-colored.



Cold Shuts

For repairing Coil Chain. Use one size larger than chain itself. Nine sizes. Finish—self-colored.



Repair and Lap Links

Twelve sizes. Finish—bright.



OCC Connecting Links

For connecting and repairing. Stronger than Proof Coil. 13 sizes. Self-colored or hot galvanized.

S. G. TAYLOR CHAIN COMPANY

Plants in Hammond, Indiana;
Pittsburgh, Pennsylvania

Contact your nearest
jobber for all types of...

TAYLOR MADE
A GREAT NAME IN

Chain SINCE 1873

The Sell-'em-All

Line for 1956

Portable grills from \$4.95 to \$300 Retail

NEW!

WIDE PRICE RANGE
to let you sell every cook-out prospect!

NEW!

GREAT SMOKY
Smoke-cooking models

NEW!

SUPER-COMPLETE LINE—35 new, designer-styled
exclusive models. Here are a few:



NATIONALLY ADVERTISED
in HOUSE BEAUTIFUL
HOUSE & GARDEN • LIVING

FOR FULL INFORMATION, send this ad and
your letterhead to:

CHATTANOOGA ROYAL COMPANY
CHATTANOOGA 6, TENNESSEE

RCY-10
\$14.95 list
Exclusive de-
sign smoke-
cooking brazier
with KWIK-FLIK
grid adjustment.



on special easels which will accom-
modate either single panels or two
of them back to back. The boards also
may be hung on peg boards. For more
information—

Circle No. 640 on coupon, pg. 92

The Irwin Auger Bit Co., Wilming-
ton, Ohio, offers to dealers free metal
display merchandisers with the fol-
lowing assortments. No. D-13 contains
free metal wall display and 13 bit as-
sortment of Irwin 62T Bits, one of
each size 4/16 through 16/16". No.
8830 contains free metal counter or
wall display and assortment of 30
Irwin Speedbor "88" Wood Bits for
electric drills. No. 430 contains free
metal wall display and assortment of
30 amber plastic handle screw drivers
in most popular sizes. All displays are
colorful and fit in a minimum of
space. A booklet on the selection, use
and care of bits, and a variety of
envelope stuffers are also available.
For more information—

Circle No. 641 on coupon, pg. 92

Lombard, 6 Main St., Ashland,
Mass., in launching a chain saw sales
promotion, is providing dealers with
special promotional material featur-
ing an "archeress" and the slogan
"Lombard Hits the Bullseye." The
complete Lombard line of chain saws
is displayed in specially printed
broadside. Bright banners have been
designed to set off displays in either
the dealer's window or at a booth at
a state, county or local fair. A new
Dealer Newsmat series and envelope
stuffers for dealer use are also avail-
able. For more information—

Circle No. 642 on coupon, pg. 92

Reo Division, Motor Wheel Corp.,
Lansing 3, Mich., supplies its dealers
with 4-color envelope stuffers, wall
posters and ad mats at factory cost.
Indoor sales and service signs, de-
signed to stamp the store's name and
its Reo dealership upon the mind of
the public may be obtained for \$9.90
each. For more information—

Circle No. 643 on coupon, pg. 92

The Yale & Towne Manufacturing
Co., Stamford, Conn., provides carded
hardware as a dealer help in boost-
ing sales. The company also advoca-
tes the use of mounted samples on
display boards as a permanent mer-
chandising idea. Package merchan-
disers are offered by the company
for location in such strategic positions
as next to the cash register, on the
counter, in the window, or near tie-
in merchandise. All merchandisers
are in bright colors and polyethylene
bags are used to package many of the
products. For more information—

Circle No. 644 on coupon, pg. 92

Revere Copper and Brass, Inc.,
Box 111, Rome, N. Y., has available
a wide assortment of dealer sales
aids. These include a large plaque of
the Revere trademark and envelope

get your share
of this

PROFITABLE MARKET

Believe it or not, more than 6 million horses and mules
need shoeing each year—and today their owners are look-
ing to YOU to supply them. Horseshoes are a high-profit
item...come packaged 10 pair to the box—easy to store,
shelve, and sell. *Stir yourself!* Write now to Dept. H-2 for
name of distributor, free catalog and pricing information.

YOUR CUSTOMER LOOKS FOR THIS TRADE MARK →

It signifies the
**WORLD'S LARGEST
MANUFACTURER OF
HORSE AND MULE SHOES.**

Phoenix  **MANUFACTURING CO.**
Joliet, Illinois



stuffers. An advertising mat service is available, plus a cooperative advertising program. For more information—

Circle No. 645 on coupon, pg. 92

The Henry L. Hanson Co., Worcester, Mass., has introduced a new Self-Seller Drill Display. This display requires 14 inches of counter space. It has a clear cover that highlights the High Speed Steel Jobbers Length Drills which are held in supporting holes that serve as a drill gauge, with the size and price legibly marked for every size. The quantities are varied according to demand.

A unique feature of the cabinet, according to the company, is the storage rack for extra stocks which has 20 compartments to hold a standard package of each size drill displayed. The hinged cover on the display opens from the front, making the storage rack easily accessible and removable.

The company has compiled an information chart which is available. This complete information is included in one chart — drill size, decimal equivalent, tap drill for 75% thread, clearance drill for tap, wood screw pilot for both soft and hard wood, and wood screw body. For more information—

Circle No. 646 on coupon, pg. 92

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute twine, mason's line and Christmas twine. For more information—

Circle No. 647 on coupon, pg. 92

Camillus Cutlery Co., Camillus, N. Y., is offering two new sales aids to dealers free of charge.

A die-cut pennant, 11" wide x 21" deep in red and black printed both sides, is now available for in-store display or use in windows. Pennant shows a cartoon illustration of the Camillus Indian holding up a giant number 21 pocket knife. Copy reads: "Camillus . . . him heap good knife."

A 16-page informative folder entitled "Know the PRODUCT . . . better the PROFIT!" is now available giving a complete story on pocket knives in general and Camillus knives (Continued on page 96)



Here's a Silent Super Salesman Ready to Work for You

Shows 167 mechanical service tools for shop and home.
Gives the suggested selling price with number and full description of each tool.

Invites your customers to pick and pay.

Actually a hand tool department—the only revolving merchandiser featuring popular priced tools, exclusively.

Colorful, metallic blue, perforated board background and aluminum finished, welded wire framework, with blue and yellow identification cards.

Compact, complete at an unusually low price. Write today for full particulars—and set this silent super salesman to selling.

THE Vichek TOOL CO.

3001 East 87th St.
Cleveland 4, Ohio

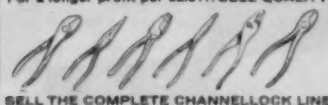
Over 80 years' experience in manufacturing guaranteed quality tools

**the handiest
plier for your
customers...**

**THE
FASTEST
SELLER
FOR YOU**



For a longer profit per sale... SELL QUALITY



SELL THE COMPLETE CHANNELLOCK LINE

No other plier does so many jobs so well as a Channellock 420. That's why every year more and more householders... as well as mechanics... buy Channellocks. Cash in on this growing popularity. Put these handy pliers out front for your customers to see... reach for... and try. You'll be pleasantly surprised how many times they'll tell you to wrap it up. Channellock's increasing sales record proves that. So make the Channellock line your plier line... and let the Channellock 420 lead the profit parade in your store.

CHANNELLOCK National Advertising
creates customer preference



CHAMPION DEARMENT TOOL COMPANY
MEADVILLE, PENNSYLVANIA

specifically. This folder contains details on the edge, the construction, the finish and the durability of Camillus knives. In addition to this specific information many suggestions for increasing cutlery sales are included. Folders and pennants may be obtained through Camillus distributors. For more information—

Circle No. 648 on coupon, pg. 92

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A new bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor, or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. 649 on coupon, pg. 92

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays on various products. For more information—

Circle No. 650 on coupon, pg. 92

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Holds-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. 651 on coupon, pg. 92

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Circle No. 652 on coupon, pg. 92

Scott-Atwater Manufacturing Co., Inc., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising

and Promotion Handbook for 1956" covers all of the sales promotion material available to Scott-Atwater dealers in 1956. This material includes free mats and ad builders; giant window streamers which feature the 1956 line; handout stuffers; line folder; color postcards; dealer decal; imprinted match books; service uniforms; and copy for radio commercials. An indoor sign, in three colors, plastic, 50" x 14", and illuminated by two fluorescent tubes, and an outdoor sign 72" x 36" illuminated by four fluorescent tubes are among the signs available. For more information—

Circle No. 653 on coupon, pg. 92

National Lock Co., Rockford, Ill., will supply single and double column newspaper mats without charge to customers featuring National Locksets, Cabinet Hardware, Furniture Trimmings, and Tutch Latch. Envelope enclosures describing the same products are also available. For Locksets, a counter sign is offered without charge. The Select-a-pak merchandising plan introduced as a sales aid, features screws, stove bolts, and hardware products packed in small compact boxes which have clear acetate sliding covers. Counters and display boards which enable retailers to display a complete line of hardware in a small compact space for the Wood Screw and the Stove Bolt assortments are given free. For more information—

Circle No. 654 on coupon, pg. 92

The Wood Shovel and Tool Co. of Piqua, Ohio, makers of shovels, spades, scoops, wheelbarrows, post hole diggers and augers, offers to dealers a complete Tru Blu ad mat service. No charge is made for the mats when inquiries are on the dealer's or wholesaler's letterhead. For more information—

Circle No. 655 on coupon, pg. 92

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish, through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100 foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size—the individual boxes being packed one dozen to a counter display. For more information—

Circle No. 656 on coupon, pg. 92

McKinney Manufacturing Co., Pittsburgh 33, Pa., manufacturers of forged iron hardware, makes available to dealers special window displays promoting the company's line of

products. Also offered are a number of colorful and informative envelope stuffers of interest to home-owners and prospective builders, and a booklet designed to help in the selection of hardware for the home. Dealers may obtain also a wide range of advertising mats. Currently available is an assortment of carded hardware complete with display rack. For more information—

Circle No. 657 on coupon, pg. 92

Midwest Tool and Cutlery Co., Inc., Sturgis, Mich., offers dealers a small wire display rack for merchandising its line of steel snips. The display, which takes up only one square foot of counter space can be displayed also in windows or can be hung on walls. The merchandiser contains a varied assortment of 12 snips with a retail value of \$23.85. The rack shows stock number and retail price and enables the dealer to see at a glance those items in short supply. The display rack is given free with purchase of the merchandise. Both are packed in one carton. For more information—

Circle No. 658 on coupon, pg. 92

Ocean City Manufacturing Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. 659 on coupon, pg. 92

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven 5, Conn., makes available to dealers a two-color window streamer promoting its line of guns, advertising mats, envelope stuffers, a sales manual, a colorful counter card, gun rack, and Guide Book to Rifle Marksmanship. In addition, the company offers dealers free electrotypes as well as radio and TV commercials. For more information—

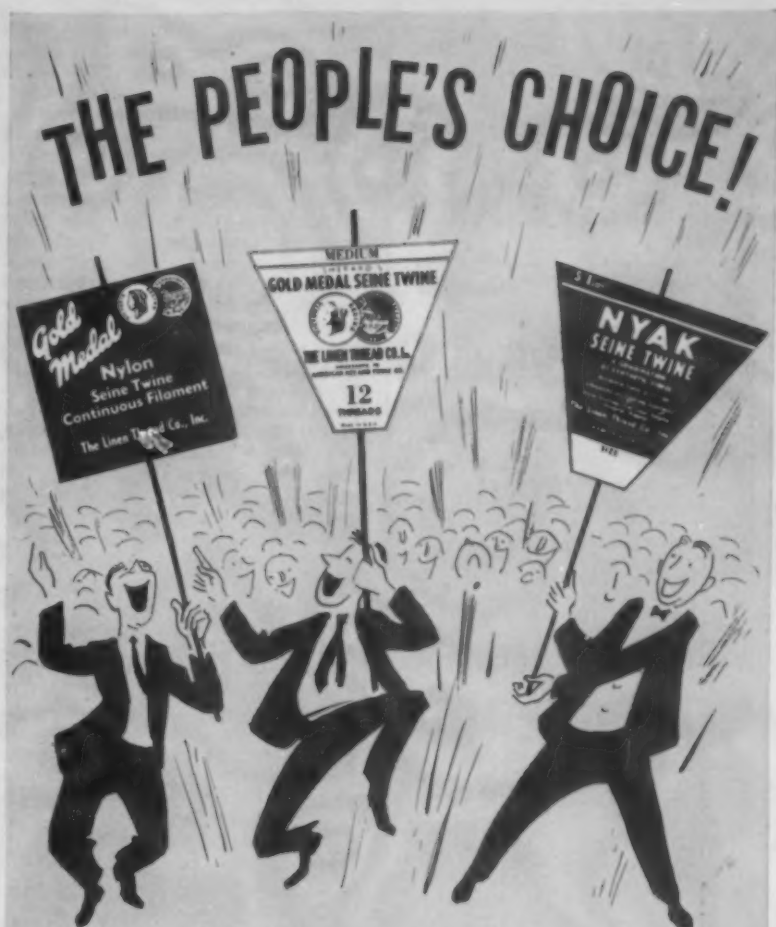
Circle No. 660 on coupon, pg. 92

The Patterson-Sargent Co., 1325 E. 28th St., Cleveland 14, Ohio, publishes a complete catalog of suggested dealer sales aids. These include radio commercials, window and outdoor signs, transfers for windows, fixture plans, suggestions for direct mail, give-aways, and window displays, and suggested copy for newspaper ads. For more information—

Circle No. 661 on coupon, pg. 92

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this

(Continued on page 98)



They're the best!—these three famous brands of seine twine. Designed to give your customers top quality in cotton... nylon... or a combination of synthetic fibers.

GOLD MEDAL NYLON FILAMENT SEINE TWINE—lasts longer... resists rotting, the favorite nylon seine twine on the market.

GOLD MEDAL COTTON SEINE TWINE—economical... bought by the majority of fishermen... truly, the old reliable.

NYAK SEINE TWINE—synthetic fibers carefully combined to give a dependable twine... economical, too... a big seller.

Gold Medal
QUALITY SEINE TWINES
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St. New York 17, N. Y. • 140 Federal St., Boston 10, Mass.
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 5, Calif.



**Easily Installed
Leak-Proof**



SUPERSEAL Gas Range Connectors are available in six different assemblies, but *only one* top quality grade, certified and approved by the American Gas Association and Underwriters' Laboratories, Inc. The tubing is $\frac{3}{8}$ -inch O.D. aluminum, with a wall thickness of .049 inch. Fittings are of malleable iron, cadmium plated. Available in 12 to 60-inch lengths, with $\frac{3}{4}$ -inch pipe thread as standard. Special $\frac{1}{2}$ -inch pipe thread can be supplied in the straight male or female adaptors. Over 400 U. S. distributors. Insist on SUPERSEAL.

"Every Superseal Fitting is a union in itself"



board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is $\frac{3}{4}$ " plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small $4\frac{1}{2}$ " pliers available in 5 different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain 9 of the Heavy Duty Slip Joint pliers—four, 6"; three, 8"; and two, 10" patterns. Each plier is individually cartoned and all 9 pliers are packaged in a blue and white on silver foil carton. For more information—

Circle No. 662 on coupon, pg. 92

Bolens Products Division, Port Washington, Wisconsin, currently offers for dealer promotional use material for a colorful window display, a mobile display showing company's complete line of outdoor power equipment, a three-color identification banner with hangers illustrating the four lines of power equipment and explanatory literature on all products. For more information—

Circle No. 663 on coupon, pg. 92

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Circle No. 664 on coupon, pg. 92

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. 665 on coupon, pg. 92

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The Salesmaker, available in counter or floor models, holds seven sizes of rope which can be cut on dispenser to desired length. A cardboard dis-

play occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. 666 on coupon, pg. 92

Libbey - Owens - Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio, has available for dealers a catalog showing a complete range of sales aids. These include envelope stuffers and self-mailers, ad mats and radio commercials, product literature, window streamers and counter cards. For more information—

Circle No. 667 on coupon, pg. 92

Southern Screw Co., Statesville, N. C., offers without charge to dealers a Dealer Chart, giving complete information on wood screws and stove bolts. The chart is of heavy cardboard, punched for hanging and covers information on wood screws as follows: list price per gross for slotted steel and brass; net price per gross figured on the basis of various discounts; how to determine size, length and head style; pilot and shank clearance hole recommendations chart; and shipping weights. Stove bolt information included is as follows: list price per gross; net price per gross figured on the basis of various discounts; and shipping weights. For more information—

Circle No. 668 on coupon, pg. 92

Aladdin Laboratories, Inc., 419 South 6th St., Minneapolis 14, Minn. encloses a dealer merchandising kit in each box of six JON-E hand warmers. Included is a cardboard counter display, a special green and red sleeve to be used on individual cartons, an envelope stuffer, and three-color window streamers. Material is available without charge in any quantity. For more information—

Circle No. 669 on coupon, pg. 92

Chattanooga Royal Co., Chattanooga, Tenn., announces that it is backing its 1956 Royal Chef line of braziers and patio grills with an aggressive merchandising campaign. A new, larger outdoor cook book, which is sold for 25 cents, will be supplied free as a giveaway for dealers in building store traffic. Radio and TV spots, a colorful consumer folder, newspaper mats, cuts of individual grills and point-of-purchase material will be available. All of these aids are being offered dealers free of charge or at cost. For more information—

Circle No. 670 on coupon, pg. 92

The Moto-Mower Co. of Richmond, Ind., offers to its dealers a new sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstra-

tions, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

Circle No. 671 on coupon, pg. 92

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-55 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

Circle No. 672 on coupon, pg. 92

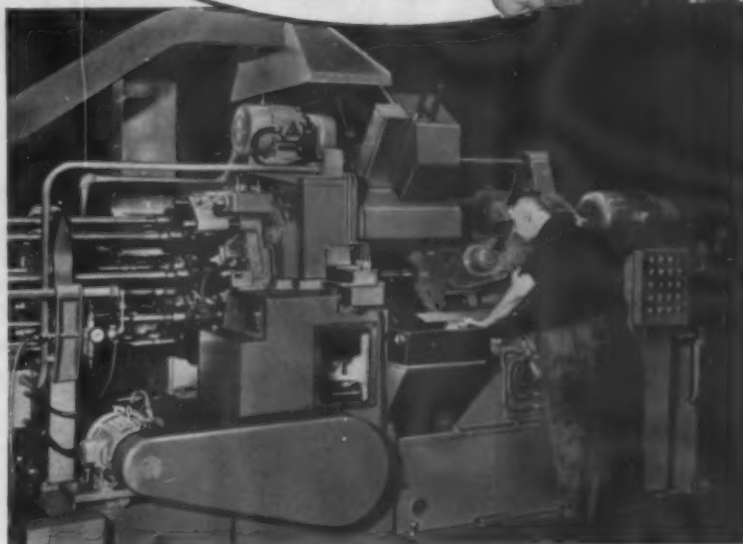
Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-Day Trial offer on 18" and 20" deluxe Foley mowers as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two column six inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Circle No. 673 on coupon, pg. 92

The Shakespeare Co., Kalamazoo, Mich., is now providing, upon request, a tie-in news mat service for tackle dealers. The product ads in the mat service are miniature versions of larger national ads on brand name

(Continued on page 100)

here's the secret of **ASSURED UNIFORMITY** for Greenlee 22 solid-center auger bits



They're milled on automatic machines

"How can you get such uniformity in your GREENLEE 22 solid-center auger bits?" we've often been asked.

It's understandable why this question comes up because with the old-time, standard method of making auger bits, so much hand work was involved that close uniformity in most details was impossible.

For some time now, GREENLEE has been making solid-center auger bits on a battery of huge automatic machines... specially designed and built at the GREENLEE plant to do this job alone. This operation was adopted solely to bring about *assured uniformity* so that all bits are the same... an important feature you and your customers have always needed!

All cutting parts, point, throat, and twist of these GREENLEE 22 solid-center auger bits are automatically processed. You always get bits with true cutting edges, perfect squares, accurately hobbled screw points, and cold-formed shanks that never vary.

All this adds up to a new concept of auger bit uniformity... a decided selling "plus" for you. Here's reason again why it pays you well to stock and sell the products of GREENLEE... your highly dependable source of *fine* hand tools.

Write today for full details on the milled GREENLEE 22 solid-center auger bits with *assured uniformity*.



GREENLEE TOOL CO., 1822 HERBERT AVE., ROCKFORD, ILL., U.S.A.

New!

TRUMP

DELUXE

superior quality
GARDEN TOOLS
priced for
volume sales



Made in England of 16-gauge cold-rolled steel.

Baked-on green enamel finish with bright, polished steel tips.

Full size hardwood handles—smooth, comfortable, clear lacquer finish.

Complete line includes 2 trowels, 2 transplanters, 2 forks, weed cutter, cultivator, row cultivator.

Send for illustrated catalog sheet.

Order Trump Deluxe tools—display them prominently for faster sales.

Also manufacturers of
No. 800 series
Trump Garden Tools

ANIMAL TRAP COMPANY OF AMERICA
Little, Pa. • Pascagoula, Miss.
Niagara Falls, Canada

tackle items currently being featured in 1956 Shakespeare national advertising. Copy ideas and advertising art used in the national program have been adapted to these 1-column, 3- to 4-inch ad miniatures which can be used alone (with dealer store identification) or grouped with other items featured in the regular block-type newspaper store advertisement. The 3-page set of tie-in news mats is being offered without charge. For more information—

Circle No. 674 on coupon, pg. 92

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, has developed for its "Tool-Up Time" program kits to aid dealers in their garden tool promotion. Various four-color store posters and banners, newspaper ad mats, catalogs, and radio and TV scripts are offered without charge to the dealer. A dealer mailing folder also is available. For more information—

Circle No. 675 on coupon, pg. 92

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. 676 on coupon, pg. 92

John Sunshine Chemical Co., Inc., 600 W. Lake St., Chicago 8, Ill., offers its 12 - 2 oz. tubes of Pipe Joint Compound individually boxed and packed in the former Display Box. Newspaper mats or electros are furnished free upon request. Electros or newspaper mats also are furnished free upon request for the Mittee Thread Cutting Oil which now features the new reversible spout as standard equipment. If a dealer has any stock of these cans without spouts, the company will send sufficient spouts without cost. A red "S" identifies those cartons containing cans with spouts. For more information—

Circle No. 677 on coupon, pg. 92

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealer use in merchandising Fittler products. (1) A cardboard counter display containing 100 ft. connected coils of manila or sisal rope in sizes ¼", 5/16", ¾" and 1". (2) A lightweight wire rope rack for Fittler Octagonal Boxed Rope that requires only 20" x 30" of floor space to display and dispense four sizes of rope. A small charge is made for this rope rack when ordered with 140 lbs. or more of rope. (3) A rope merchandiser that handles seven sizes of rope—displays, measures and cuts rope to desired length. A small charge is made for this merchandiser, shipped freight prepaid. (4) An attractive box

containing Fittler Polyethylene Water Ski Tow Rope or Fittler Manila Water Ski Tow Rope. There are six boxes to a master shipping carton. (5) A Spun Nylon All Purpose Line is offered in sizes No. 18, No. 21, or No. 24. This is put up in a display box containing 100 ft. tubes, individually wrapped in cellophane, 12 boxes to a master carton. (6) Fittler Filament Nylon Starter Ropes, 9/64" dia. x 42" long with over 600 lbs. tensile strength. Minimum shipment one carton, 12 display cards packed in a master shipping carton. Display cards contain 12 ropes with handles, each in a cellophane bag, stapled to a display card and each card is wrapped in an individual corrugated shipping folder. (7) Fittler also offers Filament Nylon Yacht Rope put up in connected coils. Each master carton contains four boxes and the connected coils are packed as follows: 7 - 50 ft. coils ¼" dia.; 5-50 ft. coils 5/16" dia.; 4 - 50 ft. coils ¾" dia.; and 4 - 25 ft. coils ½" dia. (8) To all dealers handling Fittler Brand Manila Rope, Fittler will furnish a Blue and Yellow laminated metal sign for counter or wall use. For more information—

Circle No. 678 on coupon, pg. 92

American Bilrite Rubber Co., 22 Willow St., Chelsea 50, Mass., provides dealers with a group of advertising mats for Bilrite Garden Hose and Sprinklers. The Bilrite 10-star Hose is packed with a special corrugated display carrier. Also available is a special three-piece display, specially eased to stand alone or mount on a three section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Circle 679 on coupon, pg. 92

Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J., offers a counter display containing the HF Assortment of Wytetace steel tapes. The display is compact and colorful and measures 17 inches wide by 7½ inches high. The assortment consists of eight tape rules in various lengths and one 50 foot tape. For more information—

Circle No. 680 on coupon, pg. 92

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0, \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz. — list price is \$18.00. For more information—

Circle No. 681 on coupon, pg. 92

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master and Mowmatic power mowers. Display material includes a Jumbo size Product

Identification Tag, 10" x 15", 2-color, and punched to hang on the mower handle. It carries a list of product features and is available from distributors, Form P-29. A Window Display Banner, 2-color, 17" x 30", features Mow-Master rotary mowers, and is designed for display window or wall use. Available from distributor, Form P-28. Ad mats featuring Mow-Master rotary mowers and Mowmatic reel type power mowers and also Grind-A-Leaf pulverator attachment for Mow-Master rotary mowers, are available in one, two and three column sizes. Available free from the distributor. Three-color, double size advertising matches are offered and feature Mow-Master rotary mowers and Grind-A-Leaf on front cover, Mowmatic reel types on back cover. The entire inside of double cover is available for dealer imprint at no extra charge. A special counter display dispenser type carton is also available. The dealer may order through the distributor at a nominal cost. For more information—

Circle No. 682 on coupon, pg. 92

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering, clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Circle No. 683 on coupon, pg. 92

Moe Light Division of Thomas Industries, Inc., Fort Atkinson, Wis., has available for dealers a number of ceiling, wall, and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—

Circle No. 684 on coupon, pg. 92

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscrews, Press Screws, etc.). Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop

(Continued on page 102)

CONSTRUCTION FEATURES MEAN SALES ADVANTAGES

Again, B&C leads the way to greater dealer "C" Clamp sales and profits by combining high quality and low price with New DUCTILE IRON®. Here's a clamp you can't beat for Price, Turnover and Repeat Sales!

FEATURES

- ✓ Screws are fitted with rocking pads for secure clamping to irregular surfaces.
- ✓ Sliding vise type handles assure maximum pressure without use of other tools.

B&C CARRIAGE CLAMPS—

A deep throat clamp for deeper reach. Made of Ductile Iron.



SPECIFICATIONS

REGULAR DUTY

No.	Capacity	Throat Depth	Screw Diameter
141†	1"	1 1/8"	1/4"
142†	2"	1 1/16"	5/16"
142 1/2	2 1/2"	2 1/2"	3/8"
143†	3"	2"	7/16"
144	4"	3"	5/8"
145	5"	3 1/4"	5/8"
146	6"	3 1/2"	5/8"
148	8"	4"	3/4"

† Malleable Iron

Screws on 141-144 are standard V threads; size 145-148 are standard Acme threads.

HEAVY DUTY

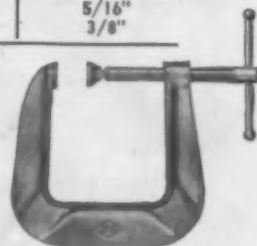
No.	Capacity	Throat Depth	Screw Diameter
241	1"	1 1/4"	5/16"
242	2"	1 7/16"	3/8"

B&C EXTRA DEEP CLAMPS

Ideally suited for those jobs where even deeper reach is required. Made of Ductile Iron.

SPECIFICATIONS

No.	Capacity	Throat Depth	Screw Diameter
244	4"	5"	5/8"
245	5"	5"	5/8"
246	6"	5"	5/8"



***DUCTILE IRON** is the new high strength material recently developed by International Nickel Co. B&C Ductile Iron Clamps have the following physical properties:
Tensile strength 60,000 psi Yield strength 45,000 psi
(Except Nos. 141, 142 and 143 which are of Malleable Iron).

See Your Jobber or
Write for Complete
Information



THE BRINK & COTTON MFG. CO.
43 Poland Street • Bridgeport 5, Conn.

Mfgs. of Clamps, Vises, Hand Tools—for Production, Maintenance and Service—Since 1925

teachers, welders, woodworkers, etc., are available. For more information—
Circle No. 685 on coupon, pg. 92

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprinted with the dealer's name, address and telephone number for use as envelope stuffers. For more information—

Circle No. 686 on coupon, pg. 92

W. L. Jackson Manufacturing Co., Inc., 1216-1226 E. 40th St., Chattanooga, Tenn., offers to dealers four envelope stuffers featuring gas and electric water heaters and electric floor furnaces. A fifth is soon to be added, featuring glass-lined water heaters. Advertising mats are also available. For more information—

Circle No. 687 on coupon, pg. 92

O. F. Mossberg & Sons, Inc., 131 St. John St., New Haven 5, Conn., offers a number of selling helps to dealers free of charge. These include a window and counter gun holder display, a colorful window streamer, counter card, envelope stuffers, advertising mats, and a retail selling manual which tells the salesman how best to sell Mossberg guns. For more information—

Circle No. 688 on coupon, pg. 92

HARDWARE

BUSINESS TRENDS

(Continued from page 30)

bile output, anticipated plant and equipment investment by many industries including the steel industry, and continued high construction activity will place increasing demands on steel capacity in coming months.

Consumer Credit Sales Continue to Expand

CONSUMER CREDIT outstanding, while still expanding, was doing so at a less rapid rate as 1955 closed. This particularly reflected a reduction in sales of new cars in the last quarter of the year. The great bulk of the increase in this type of credit outstanding since early last Spring has been for automobiles. During October, consumer instalment credit outstanding rose by 264 million dollars of which 63 percent represented an increase

in automobile instalment credit. This gain was less than half that of the previous month. Total consumer credit outstanding at the end of October amounted to 34.6 billion dollars, 5.7 billion higher than a year earlier.

Inventories Up in Last Quarter

FOLLOWING THE rapid rise of last spring, inventory accumulation slowed down in the third quarter of 1955. The rate of build up at all levels declined from a 4.3 billion dollar annual rate during the second quarter to 2.4 billion dollars in the third quarter. In October, the first month of the final quarter, a sharp rise of 800 million dollars in the value of inventories was reported, compared with an increase of 300 million dollars in the preceeding month.

Most of the increase took place at the manufacturing level according to the Department of Commerce. Increases also were reported at wholesale and retail in both durable and nondurable goods.

DISPLAY SOUTH BEND DOLL CARRIAGES and catch all of the family!



SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th Street, N.Y.

Midwest—South Bend Toy Mfg. Co., South Bend, Indiana

South—Louis Williams & Co., 3rd National Bank Building, Nashville, Tennessee

Denver & Pacific N.W.—Leo Scherrer, 2840 West 93rd Street, Seattle 7, Washington

California & S.W.—Anderson Sales Company, 2330 West Third Street, Los Angeles 37, California

Toy displays are traffic builders—and profit builders! Famous South Bend Doll Carriages are a *Want* item in almost every household! Display carriages, furniture—and get *all* from South Bend—you'll save time and money.

COMPLETE LINE. A model and a price to fit every family purse! 28 models of folding doll carriages, doll strollers, fibre carriages; 11 table and chair sets, musical rockers, red chairs; 14 croquet sets.

"One Source" Shipments Save Money! South Bend's Freight Saving Plan combines carriages, croquet, and furniture in full or pool car shipments. Easier, cheaper buying!

New colorful '56 line of croquet. Boasts eight outstanding features. 14 models priced right with pocket-book appeal!



JUVENILE FURNITURE, TOO!



Write for 1956 Catalogs. Contact your Jobber or Sales Representative.

SOUTH BEND TOY

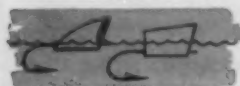
SOUTH BEND • INDIANA

Another
SALES WINNER
for YOU by.....

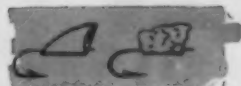
Weber
of Stevens Point, Wis.

NEW
dylite
PLASTIC
poppers
BY **Weber**

*Trademark of Koppers Co., Inc.



Lighter than cork!



Stronger than cork!



WEBER'S "Anchor-Tite" Construction

Dylite plastic—new expandable polystyrene which is feather light for livelier action, yet tough and durable for long, hard use—is being used for the bodies of all Weber poppers. Weber's exclusive "Anchor-Tite" molded construction keeps forged hump-shank hook from twisting or loosening. Dozens of types and patterns to choose from.

Here are just a few Weber Dylite Poppers:



No. ZE—Zebra Popper



No. SY—Scaly Popper



No. CR—Crazy-Pop



No. PX—Popperakie



No. PR—Popper-imp



No. NW—Nitwit

THE WEBER LIFELIKE FLY CO.
Stevens Point, Wisconsin

"IF WEBER MAKES IT... A FISH TAKES IT"

Mow-MASTER

value **sells faster**

\$149.95

20" self-propelled—only

- ★ **Balanced-Traction Power**
- ★ **Exclusive No-Slip Dual Chain Drive**
- ★ **Full 2½-hp Engine, Recoil Starter**
- ★ **Finger-Tip Clutch & Throttle Controls**
- ★ **Buy-Appeal Styling**

You bet you can sell a nationally-advertised, premium-quality, self-propelled mower at a price like this! But that's not all—every Mow-Master rotary and Mowamatic reel-type mower offers easier-to-sell value like this.

Best of all, the markup brings you top profit. A winning combination? Sure—but there's even more. There's aggressive merchandising that includes national advertising, factory-paid advertising in your market, a powerful co-op program and sparkling point-of-sale and direct mail material.

Finally, with rotary and reel mowers from 18 to 21 inches, you sell the mass market—with no "cats and dogs" to clutter inventory. And there is a pricing, dating and discount schedule that's geared for big profits.

Sell the line that's always on the move—upward! Build a solid future in the power mower business with Mow-Master and Mowamatic... get the facts now.

PROPULSION ENGINE CORPORATION
SOUTH MILWAUKEE, WISCONSIN

Subsidiary of Feed Machinery and Chemical Corporation

Send Coupon Today



**Go with
Mow-Master
... and
Grow!**

PROPULSION ENGINE CORP.
South Milwaukee, Wisconsin

Please rush all details on the
Mow-Master — Mowamatic line.

Name.....
Address.....
City..... State.....



**For more information on these new products
use the return free post card on page 92**

Garden Tool Promotion

To demonstrate to dealers the advantage of merchandising lawn and garden tools from a mass wall display of matching tools, the Union Fork & Hoe Co., Columbus 15, Ohio, is offering a special promotion package of four dozen long handle Green Thumb tools.



The package consists of a balanced selection of the 18 most popular patterns of rakes, hoes, garden spades, shovels and lawn tools and is delivered prepaid to the dealer at a \$4.72 saving under regular cost. For more information—

Circle No. 158 on coupon, pg. 92

New Scraper-Sander

The Hyde Manufacturing Co., Southbridge, Mass., is introducing a new combination paint scraping and sanding tool.

The Red Knob #C86 is equipped with a 2½" double edge, high carbon steel blade to scrape paint and a special sanding attachment to sand the surface. The sanding attachment takes a 2½" x 9" strip of sandpaper cut from an ordinary 9" x 10" standard sheet.

The tool is merchandised on a Hyde Cardosells product information card which is packed ¼-dozen to a stock box. The new item retails for \$2.15 each complete with Red Knob handle hammer, double edge blade, steel sandpaper attachment with rubber pad and one piece of close grain



sandpaper.

Distributors and retailers are invited to write the company for colored catalog sheet. For more information—

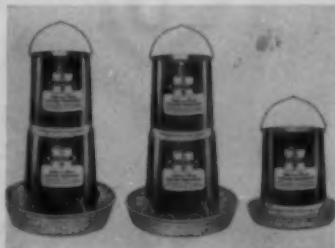
Circle No. 159 on coupon, pg. 92

Hanging Poultry Feeder

Multi-purpose Kleen-Ezy Hanging Feeders are announced by the H. D. Hudson Manufacturing Co., Chicago, Ill., and are designed to grow with the birds. Space is adjusted between hopper and pan to any one of four positions without tools or bolts for any type of feed.

Feeders fill from the top — old feed is cleaned out first. Hoppers are steel with baked-on, 3-color enamel finish; won't clog on any type of feed; and pans are of heavy gauge steel with feed-saving lip, the manufacturers state.

The feeders are available in three styles: No. 150 Flock Feeder with "flock" pan, 45 lb. capacity; No. 140 Broiler Feeder with "chick-to-broil-



er" pan and feed-saving grill, 45 lb. capacity; No. 120 Chick Feeder for chick or poults, 12 qt. capacity. For more information—

Circle No. 160 on coupon, pg. 92

Langley Spin de Luxe

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., has announced the first of its new 1956 line of spinning reels. A new bearing support which provides two-point shaft suspension is described as the biggest improvement feature.

Newest spin reel is the Langley Spin de Luxe, Model 830, (shown) which weighs eight ounces, with a spool capacity of 250 yards of 4-lb. test monofilament. It is available in



either right or left hand styles. Equipped with gold aluminite spool and corrosion-resistant maroon crackle finish, it lists at \$24.50. The manual Model 831 sells for \$23.50. The reel has automatic self-centering bail and automatic anti-reverse.

Makers of the Fisherman's De-Liar for weighing and measuring fish, Langley also offers the Spinlite De-luxe, Model 850; Spinlite "Special," Model 852; and the salt water Spin-ator, Model 870. A full range of anti-inertia casting reels, featuring no drag and no backlash, ranging in price from \$5.95 to \$15, is offered also. For more information—

Circle No. 161 on coupon, pg. 92

"I doubled my Rubbermaid volume by placing the display up front"

says Paul Miramon, Manager
Delort Hardware Company
Arabi, Louisiana

ANOTHER SUCCESSFUL HARDWARE SELLING TEAM— RETAILER, JOBBER AND RUBBERMAID.

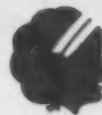
Paul Miramon, Manager,
Delort Hardware Company,
Arabi, Louisiana;
Peter Morreale, Salesman,
Woodward Wight & Co., Ltd.,
New Orleans, Louisiana



RETAILER SAYS: "With proper location I found Rubbermaid to be a strong impulse item, with great eye-appeal to the woman shopper. In fact, when I placed Rubbermaid toward the front, I doubled my volume. With good depth in items and colors, Rubbermaid has brought me increased business per customer in housewares. Not a week goes by that I don't have to reorder." *Paul Miramon, Manager, Delort Hardware Company, Arabi, Louisiana.*



JOBBER SAYS: "I am very conscious of the importance of building houseware sales volume for my dealers. With Rubbermaid—mass display in a good location does it. On my part, I help the dealer keep up a profitable inventory. I always keep a record of his basic needs in the Rubbermaid line, and add all new items as they are introduced." *Peter Morreale, Salesman, Woodward Wight & Co., Ltd., New Orleans, Louisiana.*



RUBBERMAID SAYS:

"Mr. Miramon, in his statement above, hits the nail on the head when he reports that *Rubbermaid* has great eye-appeal to the woman shopper. Sales records everywhere prove it—the more women see Rubbermaid, the more they buy it. Alert hardware men are making sure they see it—in the right location, on a mass display with basic items, colors and sizes. They're making money."



You get the most out of Rubbermaid by the proper display. Write for free Rubbermaid display booklet that illustrates and describes the best display for your store. **THE WOOSTER RUBBER COMPANY, WOOSTER, OHIO.**

**33%
LESS COST
MEANS
BIGGER
PROFITS**

**FLOWER
BORDER
WITH 14 SLIP-IN STAKES
50-FOOT ROLL**



**NO CUTTING
SELF-SELLING
LABELS**



**FREE MATS
AND POSTERS HELP YOU SELL**

**EASIEST TO SELL BECAUSE
IT'S EASIEST TO PUT UP!**

Be prepared to meet the BIG Spring demand for fencing that protects shrubs and flowers from children and animals by ordering FLOWER BORDER from your nearby hardware jobber NOW! You can buy FLOWER BORDER for about one-third less than old-style border fencing and offer your customers the BEST for MUCH LESS. THIS MEANS MORE SALES AND BIGGER PROFITS FOR YOU!

This 18" Border with stakes equals above ground height of old-style 22" border with 4" in ground. Sell it along with such companion items as seed, fertilizer, hose, garden tools, etc. FLOWER BORDER leads all competitive border fencing in advantages that lead to sales:

- Complete Unit with Stakes
- Galvanized AFTER Welding to Last Longer
- Smaller Mesh for Greater Protection
- Re-rolls Neatly to Use Year After Year

Get free newspaper mats and posters from jobber or write direct for ordering form to Gilbert & Bennett Mfg. Co., Georgetown, Conn.

GILBERT & BENNETT

SINCE



1818

**GEORGETOWN 3, CONNECTICUT
BLUE ISLAND, ILLINOIS**

Three-Tray Tackle Box

A new three-tray aluminum tackle box designed for the fisherman who does both spinning and bait-casting was introduced recently by the UMC0 Corp., 1717 Fourth Ave. South, Minneapolis, Minn.



Called the Model 43 Combination Tackle Box, the new UMC0 model is 18 inches long and has a total of 37 lure compartments. The two bottom trays have 30 spin lure compartments, while the top tray has seven larger compartments for bait-casting plugs.

The new Model 43 also has off-center cantilevered trays; large separate reel compartments; extra reel clip inside cover; Lur-Gard tray liners, safety catch lock; natural aluminum case with embossed leather-grain finish.

The new UMC0 Model 43 Combination Tackle Box retails for \$10.95, and is one of 22 Aluminum and Royalite Tackle and Spin Boxes in the UMC0 line for 1956. For more information—

Circle No. 162 on coupon, pg. 92

Flush Valve Units

A new, automatic flush control mechanism has been announced by Radiator Specialty Co., Charlotte, N. C. Known as the Seal-O-Matic Flush



Valve Unit, the new product incorporates a standard tank ball and

eliminates the use of lift rods and guide arms.

Metal parts are guaranteed for life. The Seal-O-Matic is said to be completely adjustable to all valves and over-flow tubes. For more information—

Circle No. 163 on coupon, pg. 92

Matched Set Garden Tools

A free Hedge Shear and three "Dial-It" Pruning Guides (total retail value \$5.25) are offered by Sargent & Co., New Haven 9, Conn., with its Hardware Week Special "Matched Set" Garden Tool Kit No. 18-S.



The assortment includes four each of the five "Matched Set" tools; Hedge Shears No. 91-22" with the exclusive Sargent spring shock absorber; Parrot-Head Pruners Nos. 15-6" and 15-8" with pistol grips; self-adjusting Grass Shears No. 17, and Lopper No. 75-20" with hooked anvil.

"The Matched Set" is finished in yellow and black and the three smaller items are packed in display boxes.

Literature and merchandising hints are included also. For more information—

Circle No. 164 on coupon, pg. 92

Eagle Rule Special

As a 25th anniversary special promotion, Eagle Rule Manufacturing Corp., 510 Hunts Point Ave., New York 59, N. Y., is offering a special free goods deal to the dealer. A special display carton has been designed which contains one dozen "All American" rules which retail at \$1.30 each and one dozen "Columbia" rules which retail at 89¢ each.

Both of these rules feature Eagle's patented Coil Spring Joint with Strike-Plates that prevent wear on the markings. The dealer buys these two dozen rules at the regular dealer price of \$17.60 and gets without cost, packed in the same display box, a half dozen Atlantic six-foot white tape rules with chrome case which



he can sell for 50¢ each.

Unit No. 25 contains regular marking rules and Unit No. 25F contains inside marking rules. Finish is white only.

The promotion, now in effect, runs through March during which time orders from wholesalers will be accepted. For more information—

Circle No. 165 on coupon, pg. 92

Cabinet Hardware

Amerock's Contemporary cabinet hardware is now available in satin copper finish with ebony black accents, the American Cabinet Hardware Corp., Rockford, Ill., announces. The new finish is designed to tie in with the trend toward copper appliances and accessories that is spreading from the kitchen to every room in the home.



No. 5510 "Picture Frame" Display is offered free to dealers with an introductory stock of five dozen items designed for fast turnover. For more information—

Circle No. 166 on coupon, pg. 92

Square Egg Basket

A Square Egg Basket, Number 2382, has been added to the Androck line, The Washburn Co., Worcester 8, Mass., announces. The basket is 11¾ inches square, 10 inches deep, with a capacity of 12 dozen eggs.

Advantages of the basket pointed

out by the manufacturers are compact storage, easy to carry, and added rigidity. All features of Androck Round Baskets have been incorporated also, such as continuous feet around the edge to rest firmly and permit air circulation underneath; smooth steel grip on ball for comfortable hand hold; steel wire framework, welded at every joint; coated with yellow rubber-like plastic to cushion the eggs; and tapered sides to permit stacking for storage.

The baskets will be shipped from the company factories at Worcester, Mass. and Rockford, Ill. For more information—

Circle No. 167 on coupon, pg. 92



Most USEFUL Tool You Sell-



...for
**DOZENS
of Reasons!**



WISE-GRIP...

What power! Locks onto work with TON-grip! Quickly adjusts for use as Super-Pliers, All-Purpose Wrench, Hand Vise, Clamp, and Wire Cutter. 7" and 10", cutter optional. Models from \$1.85 to \$2.60. See your supplier about the entire Vise-Grip line of hand tools.

Made Only By PETERSEN MFG. CO., Dept. SH-2, DeWitt, Nebraska

Shopmate 1/4" Drill

A new Shopmate 1/4" Drill which has a split-half aluminum housing to permit all parts to be assembled into one rigid "half" is announced by Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20, Ill. This assures perfect alignment of the armature and also provides a sturdy construction,



according to the manufacturers.

Designed for relubrication or commutator and brush inspection, the drill is rated at two full amps, 1600 rpm's with Universal ac/dc motor. The 740G gear-type chuck 1/4" drill incorporates a pistol grip with trigger type switch, precision cut steel

gears, 6-ft rubber cord, oil retaining bronze bearings, is cooled by forced air, and has a capacity of 1/4" in steel, 1/2" in hardwood.

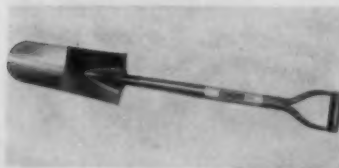
Auxiliary handle can be screwed into either side for two-handed control when using accessories. Drill bits and attachments can be securely tightened on models furnished with the Key-Lok chuck, by inserting the locking key in the spindle shaft. Weight is 3 1/4 lbs; U/L Approved; and suggested retail price is \$19.88. For more information—

Circle No. 168 on coupon, pg. 92

New Garden Spade

The Union Fork & Hoe Co., Columbus 15, Ohio, announces a new garden spade which is designed for digging in stiff, heavy clay or gumbo and transplanting deep-rooted plants. Blade and 11-inch tab-top socket are 13-gauge high carbon shovel steel, heat treated.

The blade has 2" x 5/8" wide foot-



rests, riveted in both sides. Handle is northern ash, driven full length of socket, steel capped and with steel UD top. The spade has the Green Thumb brand and finish. For more information—

Circle No. 169 on coupon, pg. 92

Handy File Special

The Black Diamond Handy File regularly retailing for 86¢ will be specially priced to sell at 69¢ for Hardware Week, according to Nichol-



son File Co., 15 Acorn St., Providence 1, R. I. The file comes packed in a compact 12-file display carton for counter use. The special price is displayed prominently and each file is enclosed in a clear cellophane envelope to keep it fresh and clean. For more information—

Circle No. 170 on coupon, pg. 92

Garden Hose Sprayers

The Hayes Spray Gun Co., Pasadena, Calif., announces the addition of two new models to its line.

The new Hayes-Ette, a 1 1/2-gallon sprayer, is the lowest priced model in the line, retailing at \$2.95. The new Hayes 1 1/2-gallon sprayer with a wide mouth jar for easy filling (shown) retails at \$3.25. Both models have thumb-touch control orifices.

Hayes garden hose sprayers for insecticides, fungicides and leaf feeding are also available in 3-, 4-, 6- and 10-gallon capacities. Lawn sprayers for mass spraying of moth solutions, weed killers, crabgrass killers, herbicides, liquid and soluble fertilizers are offered in three models. For more information—

Circle No. 171 on coupon, pg. 92



Stock Faster Selling

Economical
Proven in
Use

High Flash
Point

Slow Drying—
Long Leveling

Pleasant
Odor



Gals., Qts., Pts., Hf-Pts.

FULL 1/3rd H.P.
GENERAL ELECTRIC MOTORS

Power Prince

Lawn Edger-Trimmers



Model PP-52
1/2 HP G. E. Motor
List Price \$46.50

Depth wheel
Spring Loaded
List Price \$3.45



Model PP-50
1/2 HP G. E. Motor
List Price \$43.50



Model PP-65
1.6 HP Briggs Stratton Motor
List Price \$99.50

Model PP-55 Deluxe
1/2 HP G. E. Motor
List Price \$54.50

Sold Through Distributors Only

Manufactured by

K & S MANUFACTURING COMPANY
P. O. Box 421 Fort Worth, Texas Phone WEbster 8686

WALLRITE rolls are easy to open.



Measure height of room, cut in strips of desired length.



After matching the pattern by marginal guides, trim selvage on one side.



Give each strip a generous coat of standard wall paper paste.



EVERYONE OF YOUR CUSTOMERS CAN PUT UP

Wallrite®
DECORATED BUILDING PAPER

**THE ORIGINAL
"DO-IT-YOURSELF"
WALLCOVERING**

★ LOWEST IN PRICE
★ EASIEST TO PUT UP
★ PROTECTS AND BEAUTIFIES

Match pattern on wall, lapping trimmed side over margin.



Smooth flat with wall paper brush or cloth. (Can also be applied by tacking with WALLRITE MATCHTAKS if desired.)

DISPLAY **Wallrite** OUT
FRONT WHERE IT CAN BE
SEEN and SOLD

Paper and Paper Products Since 1893!

Fleming & Sons, Inc.

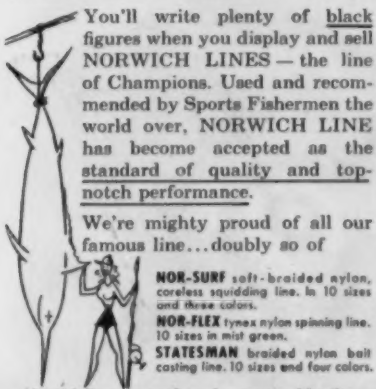
P. O. Box 1291

Dallas 21, Texas

SELL THE BRAND FISHERMEN WANT

NORWICH

THE FISHING LINE OF CHAMPIONS



You'll write plenty of black figures when you display and sell NORWICH LINES — the line of Champions. Used and recommended by Sports Fishermen the world over, NORWICH LINE has become accepted as the standard of quality and top-notch performance.

We're mighty proud of all our famous line...doubly so of

NOR-SURF soft-braided nylon, coreless squidding line. In 10 sizes and three colors.

NOR-FLEX tynes nylon spinning line. 10 sizes in mist green.

STATESMAN braided nylon ball casting line. 10 sizes and four colors.

Norwich lines are made and guaranteed by the NORWICH LINE COMPANY, INC., NORWICH, N.Y.

NORWICH LINES cost no more
...ask your jobber salesman or write

JORDAN B. PARSONS & SON
1330 TYLER STREET • HOLLYWOOD, FLORIDA
SOUTHEASTERN REPRESENTATIVES

Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof red hooks"

Tapatco TRADE MARK REGISTERED U.S. PAT. OFF. TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

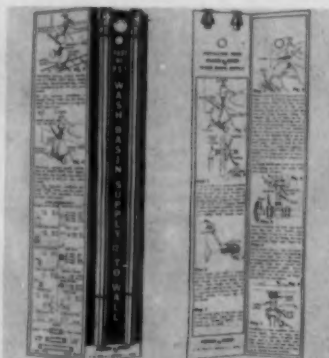
See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

Carded Plumbing Supplies

Carded Flexible Water Supplies with complete installation instructions for the do-it-yourself plumber are made available by Plumb Shop, 1341 Temple, Detroit 1, Mich. These instructions show the complete installation step by step from the water outlet to the final under-faucet hook-up to kitchen sink, wash basin and toilet.



The carded supplies provide the dealer with a space-saving display and protect the merchandise from shipping, stocking, and handling damage, the manufacturers point out.

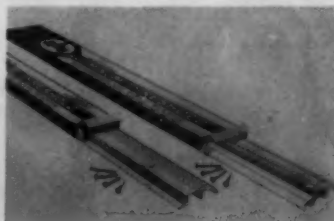
The chrome-plated flexible water supplies are copper tubing and are said to be the same as those used by plumbers. They bend by hand to the desired shape and direction. Pre-cut lengths from 12 inches to 36 inches eliminate cutting.

According to the manufacturers, the 12" x 18" metal Merchandiser costs as little as \$47.93 and allows full 40 percent dealer mark-up. For more information—

Circle No. 172 on coupon, pg. 92

One-Piece Thresholds

Two new one-piece aluminum thresholds have been introduced by Adams Engineering Co., Inc., Miami, Fla., makers of ABC products.



Made of heavy gauge aluminum with lifetime B. F. Goodrich vinyl weatherstripping, the ABC thresholds are announced as low-priced with easy assembly features — both

thresholds include four installation screws.

Both the dual purpose thresholds, for inswinging and outswinging doors, and the ABC outswing-style threshold eliminate the hook strip. There is just one piece to handle, nothing to nail to the door. Other features include the elimination of channels or ridges; rust or corrosion proof; will hold many times the normal human weight; and designed to provide maximum weather security.

Packaged for display, each colorful ABC carton includes a one-piece threshold, four screws, and assembly instructions. Thresholds may be ordered in standard 30", 32", and 36" sizes. Special sizes are also available by request. For more information—

Circle No. 173 on coupon, pg. 92

Large Bore Garden Hose

Two new plastic garden hose with large bores are now available from the Supplex Co., Division of American Hard Rubber Co., Garwood, N. J.

The hose is available in 5/8" and 3/4" bores. It is designed especially for professional needs such as nurseries, golf courses, construction work and wherever maximum water flow is needed. Made of vinyl plastic, the hose weigh two-thirds less than rubber hose that deliver the same amount of water, according to the manufacturer.



The outstanding feature of the hose is the tire cord reinforcement, which Supplex claims, prevents the hose from bursting, even if left in the hot sun under full water pressure. Reattachable couplings are pointed out as another advantage, as they can be tightened or removed and replaced in order to repair accidental damage.

Both hose carry a 10-year guarantee. They are available in coils of two lengths at the following prices: No. 5856, 5/8" bore, 50 ft. retails for \$12.98; 25 ft. for \$7.50. No. 3456, 3/4" bore, 50 ft. retails for \$15.98; 25 ft. for \$9.30. All prices fair traded in states where legal. For more information—

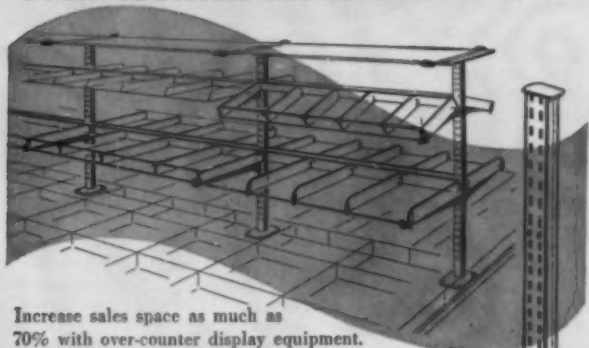
Circle No. 174 on coupon, pg. 92

MODERNIZE AND PROFITIZE WITH

REEVE

Shure Sell

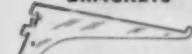
OVER-COUNTER MERCHANDISERS



Increase sales space as much as 70% with over-counter display equipment.

Reeve Shure Sell hardware and glass available for every type of over-counter merchandiser. Remember "one in the bin is worth two in the box."

KNIFE EDGE BRACKETS



Graduated sizes from 4" to 20". Angle brackets 6" to 16".

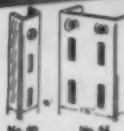
OVER-COUNTER STANDARDS

Adjustable every inch. Heavy duty. Brackets available for build-ups of every type including center base, end base and channel base.

LARGE STANDARDS AND BRACKETS DESIGNED FOR HEAVY LOADS...



Quick, simple, economical installation of open shelf display space. Shelves adjustable at one inch intervals. Standards and brackets in a wide selection of sizes.



SHELF STANDARD #44 - Accommodates double wall brackets of Series #81 and #41. Heavy steel. For surface or flush wall installation. Lengths: 24", 36", 48", 60", 72", 84".

SHELF STANDARD #40 - Same as above but designed for single bracket.

BRACKETS #81 - Heavy steel. Easily removable for adjustability of shelves. Bracket hooks for maximum leverage. Holes for fastening wooden shelves to brackets or inserting rubber buttons for glass shelves. Left and right brackets available. Lengths: 8", 12", 16", 20". Angle brackets 8" and 12".

FREE! Big Descriptive Catalog

Each type of display item from ticket holders to complete display units fully illustrated and described in this new catalog. Full of valuable information on display assembly and modern store engineering. Send for it today.



REEVE COMPANY

MANUFACTURER & DISTRIBUTORS

MAIN OFFICE & PLANT

Rivera (Los Angeles County), Calif., OXford 2-3725

BRANCH

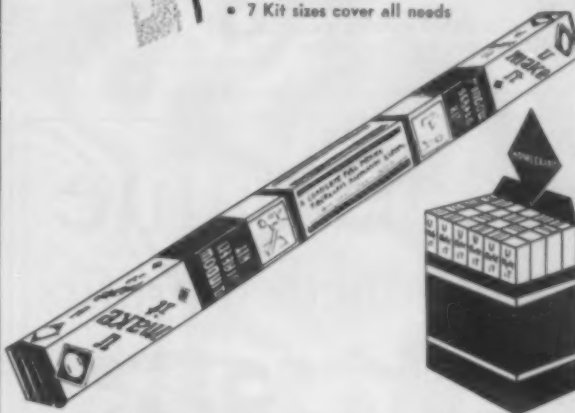
820 E. 12th St., Oakland, California, TEmplebar 4-8944



HIGH QUALITY

**Do it your self
HOMECRAFT
ALUMINUM WINDOW
SCREENS**

- Everything comes in one complete kit
- Contains all needed hardware
- One Man Installation
- Only hack saw and hammer required for assembly
- 7 Kit sizes cover all needs



CHECK THESE OUTSTANDING ADVANTAGES

- Shipping Carton makes Self-Merchandiser Unit
- Package is Colorful, Appealing, and Complete
- Fits Old and New Windows
- Tubular Aluminum Sections
- Vast Market Potential

LOW PRICE



**HOMECRAFT CORPORATION
LITHONIA, GEORGIA**

- ☐ Send me catalog and price list
☐ I am a dealer ☐ I am a jobber

Name _____

Address _____

City _____ Zone _____ State _____

New Garden Tool Line

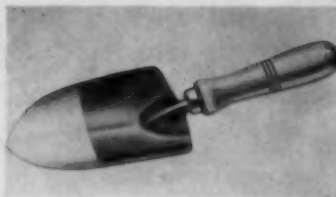
A new line of quality garden tools will be offered this spring for the first time by Animal Trap Co. of America, Lititz, Pa. Known as Trump Deluxe, the full line consists of two trowels, two transplanters and two forks with short handles; a weed cutter, a cultivator and a row cultivator with medium length handles.

The tools are made in England of 16-gauge, cold-rolled steel. Metal heads are finished in baked-on green enamel. Tips of most of the tools are of bright, polished steel. Hardwood handles are full-size and are finished with a clear lacquer.

The new Trump Deluxe tools are priced to sell at 49¢ to 59¢.

A new line of long handle Trump tools is being offered also, and consists of four garden rakes, two garden hoes, a Dutch hoe and a lawn rake.

An illustrated catalog page listing specifications for the entire line is



available on request. Trump Deluxe garden tools are an addition to Animal Trap Co.'s line of popular priced Trump tools. The latter line will be continued at the 25¢-29¢ retail price range. For more information—

Circle No. 175 on coupon, pg. 92

1956 True Temper Line

New light action bait casting rods and several new spinning models feature the 1956 line of glass rods, reels and lures of the True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

The new fresh water and salt water rods are said to be "dressed up" with more color and outstanding features than ever before.

The casting rod selection totals 70 models, actions and lengths in both tubular and solid glass, in a price range of \$4.95 to \$32.95 retail. Most have the "Speedlock" reel grip and non-jamming foregrip, the manufacturers state.

The spin fisherman can choose from 22 tubular and solid glass rods priced at retail from \$7.95 to \$22.95. A tubular aluminum handle is introduced on two new models, while three others are designed especially for enclosed-spool type reels.

Fifteen fly rods listing at \$9.95 to \$60, and 17 salt water and trolling models from \$9.95 to \$27.95 complete the rod line.

Eleven reels, for all types of fishing, are priced from \$3.25 for a new casting reel to \$14.95 for the "Dynamic" spinning reel.

A broad selection of True Temper

real value brings better profits

American Family
Scales are
built to last,
to give accurate
weight and to
earn a good
profit



Models from \$4.00 to \$7.95

Represented in the Southern States by
CARL HENRY COMPANY
4987 Long Island Drive, N.W.—Atlanta 3, Ga.

Made by
AMERICAN FAMILY SCALE CO.
515 SOUTH LAFLIN STREET • CHICAGO 7, ILLINOIS

GIVE YOUR CUSTOMERS WHAT THEY ASK FOR — IT'S BAD BUSINESS TO SUBSTITUTE

Name brands mean satisfaction to your customers, and money to you. Let your customers know they can get from *you* the brands they know and want. Why be content — or expect them to be content — with anything less?

The prestige and reputation of these makers' brands guarantee high standards of quality.

Brand Names Foundation

INCORPORATED

A non-profit educational
foundation

37 WEST 57 STREET
NEW YORK 19, N. Y.

TRU BLU TOOLS BY WOOD



THE WOOD SHOVEL & TOOL CO., PIQUA, OHIO

look at this
EVANS packaging



25-50-75-100 ft. LONG

the biggest SELF-SELLING
EXTRAS
ever offered

Every single tape packed in an irresistible crystal-clear plastic utility case! PLUS—rich metal-edge carton that is a display in itself! And in each "White-Tape"—more quality extras than in any tape at any price! Yet Evans "White-Tapes" still start at a sensible \$3.98 list price.



EVANS Pocket "WHITE-TAPES" 12 ft. L-O-N-G
6, 8, 10 and NOW *Exclusively*

Another outstanding **EVANS EXTRA!** Each EVANS Pocket "White-Tape" in clear Tenite utility case. 1-dozen assortment carton becomes a counter display. Inside... a special display for one each 6, 8, and 10 ft. tapes, and three extra display cards for individual tapes.

Evans RULE CO.

8204

410-416 TRUMBOLL ST., ELIZABETH, N. J.

SOUTHERN HARDWARE for FEBRUARY, 1956

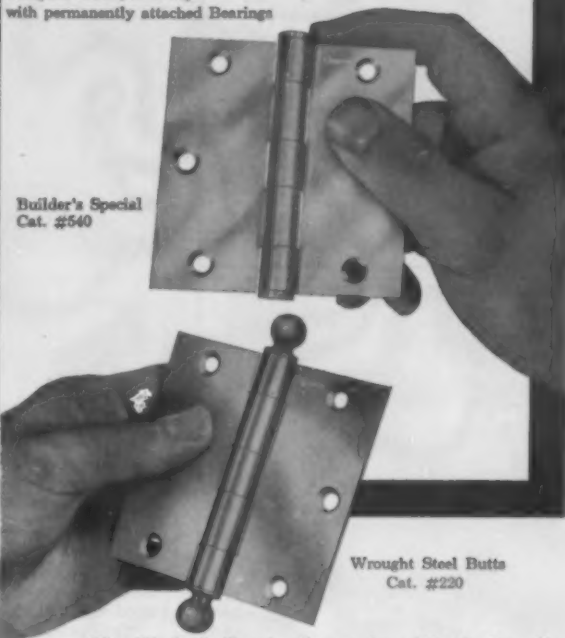
"A Good Line to Handle"

GRIFFIN

HINGES



Cat. #BB177
Template Butts, Ball Tips
with permanently attached Bearings



Builder's Special
Cat. #540

Wrought Steel Butts
Cat. #220

You'll find the trade saying "Let's handle Griffin Hardware because Griffin gives good service, they back up their products, they never cut their quality . . . and most important the customers like the products."

Display them and you'll sell them—Griffin Hinges . . . order by the carton . . . in any selections your customers want.

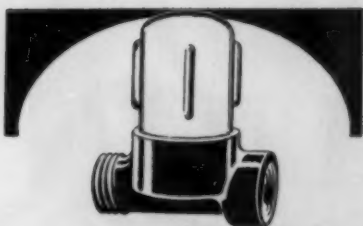
NEW VISIPAKS—Order by the carton of individual carded items.



GRIFFIN

"since 1899"

MANUFACTURING CO. ERIE, PA.



WATERFEEDER

Model 954. Applicator for cartridge type fertilizers. Attaches easily to faucet or hose. Use any watering device. Fertilize while you water. \$1.99.



WATERSPIKE

Amazing model 553—2 way watering device. Waters over-head or flip valve for sub-surface irrigation directly to roots. \$4.90 ea.



SQUARESPRAY

Famous model 433. It gets the corners. Hookup in tandem or use to fertilize while you water. \$2.95.



WATERFEED

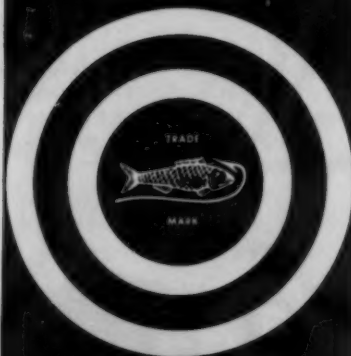
Water soluble cartridge type fertilizer. 2 formulas, 15-5-5 and 15-40-10. No lawn burn. Box of 20 cartridges \$1.00.

Proen

PROEN PRODUCTS CO.

914 & GRAYSON • BERKELEY 10 • CALIFORNIA

when they say
"HAND SAW"
you say
SANDVIK



Sandvik SAW & TOOL

Division of Sandvik Steel Inc

1702 Nevins Road, Fair Lawn, N. J.

and Al Foss baits includes a new spinning lure, called the "Screwball," which has a threaded tubular metal tail.

Special 20-rod merchandising units, including display stand and fast-selling rods, plus sales helps enable the dealer to set up a complete rod department with an investment of under \$130. Available through True Temper wholesalers. For more information—

Circle No. 176 on coupon, pg. 92

New Power-Trim Mower

A new 21-inch power-propelled Power-Trim rotary mower, 1956 model TKS-21, is announced by Reo Division, Motor Wheel Corp., Lansing 3, Mich. Two speeds forward are offered to accommodate varying mowing conditions; for close cropping, power to wheels can be disengaged and mower rolled at speed desired.



Features include a new suction-lift housing that pulls grass up for smooth, even cutting, finger-touch height adjustment, exclusive triple-duty door on side of housing for selective mowing or mulching, 2½ hp Reo four-cycle engine, and austempered steel blade.

The 1956 Reo line of power mowers includes an 18-inch Power-Trim model, plus five other rotary and reel-type models. For more information—

Circle No. 177 on coupon, pg. 92

Natural Fertilizer

Lebanon Chemical Corp., Lebanon, Pa., has begun national distribution of its all organic Turf-Organic natural fertilizer.

A 100 percent natural product, Turf-Organic cannot burn roots or foliage, will not cake in the bag nor crust on the ground and needs no watering in, according to the manufacturers.

The Lebanon line consists of more than a score of fertilizers, insecticides, fungicides and weed killers packaged



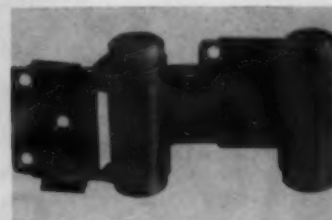
especially for garden marts, professional and commercial use. For more information—

Circle No. 178 on coupon, pg. 92

Louver Door Hinge

A new spring hinge for louver doors is now available from Bommer Spring Hinge Co., Landrum, S. C.

The new hinge is 2¾" in overall height, for use on "Louver" doors.



It is made in the "Ever-ready" style, being attached right to the jamb, with no hanging strip required. It will operate a door up to 18 pounds in weight, from ¾" to 1½" in thickness (Type BT 1514) and from 1½" to 1¾" in thickness (Type BT 1515). For more information—

Circle No. 179 on coupon, pg. 92

Brick Layer's Hammer

A new, unbreakable brick layer's hammer is announced by Estwing Manufacturing Co., Rockford, Ill. Forged of one-piece steel, the hammer has no welds, joints, or pins to loosen



Most Wanted WHEELBARROW in America!



Ace is the most wanted barrow by dealers because it is most wanted by consumers. Ace is the barrow with all the features: low-priced, lightweight, durable. New handles give better balance and full support to tray bottom. Edges are rolled for greater strength. Wheel has self-lubricating bearings, puncture-proof tire. Ace is designed right, priced right . . . and it sells!

THE JACKSON LINE IS THE PROFIT LINE



2-IN-1
SPREADER-CART



JUMBO
BARROW



LAWN ROLLERS

GARDEN
CART



Available through leading hardware distributors

JACKSON
Manufacturing Co. • Harrisburg, Pa.
Oldest and largest wheelbarrow maker in America

DELUXE

KLEENCUT-Shears you can adjust!

Yes, with the exclusive Deluxe

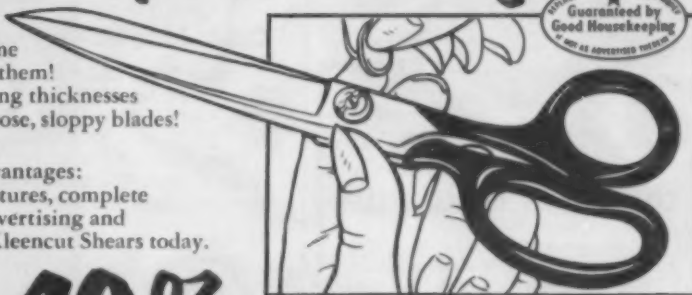
Kleencut M-T adjustment you can set your shears *anytime* with a penny or a dime so that they feel just the way you like them!

And they can be easily adjusted to cut varying thicknesses *cleanly and comfortably* . . . no more loose, sloppy blades!

Deluxe Kleencut is your *best* buy in

scissors and shears! Look at these advantages:

Beautiful styling and finish, exclusive features, complete line, guaranteed quality, national advertising and bigger profit! Order Deluxe Kleencut Shears today.



Order the new #7336 Replacement Card, complete with 12 different Deluxe Kleencut Scissors and Shears. It features new prices and new selling copy — Only \$14.00.

40% Profit For You!

Here's the famous money-making Deluxe Kleencut Deal #1907 . . . a complete shear department in one compact, handsome, blonde wood case. Quality guaranteed by the World's Largest Manufacturer of Scissors and Shears.

RETAIL
VALUE **\$93.56**
YOUR
COST **\$56.02**
YOUR
PROFIT **\$37.54**

STRAIGHT TRIMMERS Retail Ea.
112C 7" Fully Nickel Plated.....\$1.90
112C 8" Fully Nickel Plated.....\$2.25
113C 6" Enamelled Handles.....\$1.39
113C 7" Enamelled Handles.....\$1.59
113C 8" Enamelled Handles.....\$1.69
BENT TRIMMERS
134C 8" Fully Nickel Plated.....\$2.25
135C 8" Enamelled Handles.....\$1.69

BARBER SHEARS Retail Ea.
365 7 1/2" Fully Nickel Plated.....\$1.98
SEWING & EMBROIDERY SCISSORS (Fully Nickel Plated)
348S 4" Sharp Points.....\$1.39
348S 5" Sharp Points.....\$1.49
348S 6" Sharp Points.....\$1.69
181 7 1/2" Pinking Shear.....\$3.96

4 pairs of each — 48 pairs in all

FREE Counter Display! GET IT FROM YOUR JOBBER!

THE ACME SHEAR COMPANY • BRIDGEPORT 1, CONNECTICUT

U. S. EXPANSION BOLT CO. YORK, PA.

Manufacturers of Masonry Anchoring,
Fastening, Drilling and Allied Products
for almost 50 years.

Announces

The opening of their new

WHOLESALE WAREHOUSE

IN BIRMINGHAM, ALA.

At The
SOUTHERN BONDED
WAREHOUSE

2 Finley Ave., West

Phone, Birmingham 3-0247

This warehouse has been established for
the convenience of U.S.E. customers and
will operate strictly as a wholesale sup-
ply for distributors only. NO RETAIL
SALES WILL BE MADE AT THIS WARE-
HOUSE.

IT WON'T SHRINK!



CONSUMERS CRACK FILLER (COLD WATER PUTTY)

For cracks, holes, and crevices in wood,
plaster, tile, stucco, and cement.

A "best seller" because it

- Dries hard
- Won't crumble, chip, or fall out
- Stays where it's put—holds screws,
nails, racks
- Water resistant
- Easy to work with—can be molded,
sanded, sawed, painted, or stained
- No waste—mix with water only as
needed

Packed in 1, 5 lb. cartons; also 25, 50, and
100 lb. drums.

Try it yourself. Find out why easier, faster re-
pairs can mean easier, faster sales. Order from
your wholesaler, or direct from us.

Another "Product of Merit" by Consumers.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. • ST. LOUIS 6, MO.

or break, the manufacturers state,
and the handle is encased in genuine
leather.

The new Estwing brick layer's
hammer is 11 inches overall; weight
head, 20 ounces. It is furnished in
polished steel or with black finish.
Hammers are packed four to a shelf
box. For more information—

Circle No. 180 on coupon, pg. 92

Push Button Can Opener

The Dazey Corp., St. Louis, Mo.,
is introducing a new Push Button Can
Opener which drops down out of the
way when not in use and is operated
by pushing a button.



The Dazey Push Button Can Opener
also features a magnetic lid-lifter,
grease sealed cutting wheel, chip
proof white enamel finish, and self-
selling band.

A \$4.98 value, it will retail for
Hardware Week at \$3.98. For more
information—

Circle No. 181 on coupon, pg. 92

Crab Jack Lawn Tool

A new lawn tool, the Crab Jack, is
introduced by Hall Industries, Inc.,
111 West Jackson Blvd., Chicago 4,
Ill.

Manufactured of tempered steel
with a palm-fitting wooden handle,
the Crab Jack has specially designed



teeth which are inserted into the root
crown. With a slight downward
pressure on the handle a complete
crab grass cluster or other weed may
be removed.

The Crab Jack is priced at \$1.00
each. For more information—

Circle No. 182 on coupon, pg. 92

PATIO GARDEN BELLS



- ★ 6-inch Solid Brass
- ★ Pony Shoe Bracket
- ★ Beautifully Polished
- ★ Display Packaged

BIG SPRING SALES

BIG SUMMER SALES

YEAR 'ROUND GIFT SALES

There is something irresistible about a
BIG polished brass bell! And this Bell
is a beauty that folks just won't be able
to leave behind.

Bells are individually packed, fully
assembled with bracket attached in at-
tractive display cartons. Show it and
you'll SELL it!



BEVIN BROS.

MANUFACTURING COMPANY

East Hampton, Connecticut

Sales Representatives:

John H. Graham & Co. Inc.

105 Duane St., New York 8, N. Y.



"CHOICE for Quality the
World Over for 70 Years"

SMITH Ritesize SPRAYER

"The ladies' choice." Light
weight. Operates easily. 5
ft. oil proof hose enables
user to set sprayer on ground
and cover wide area. Adjust-
able nozzle. Unsurpassed.

Many Other Styles and Sizes



SMITH

PESTMASTER GARDEN Duster



World's lightest,
smoothest and easi-
est working insecti-
cide duster. Weighs
1-1/4 lbs. Non-rust,
all metal construc-
tion. One filling
dusts 200 rose
bushes. Throws 9
ft. dust stream.
Nothing matches it.
Fast mixer.

PRICES ALLOW ATTRACTIVE MARK-UP

D. B. SMITH & CO.

439 Main St., Utica 2, N. Y.

"Originators of Sprayers"

Canadian Rep. G. L. Cohoon

1265 Stanley St., Montreal 2, Canada

Send
for
Catalog



Dealers everywhere report
SELLOUTS ON DI-MET,
Sensational CRAB GRASS KILLER

Last year, dealers all
over the country sold out
on DI-MET in no time at all.

This year, sparked by a power-packed national advertising campaign, we expect more—much more—of the same. Don't take chances. Order early. We'll supply window streamers, counter displays, mats, booklets, other merchandising aids.

● **SPECIAL OFFER expires April 1.** In addition to a full 40% on the entire Linck line—you get a 5% advertising allowance on orders of \$100 or more on all or any of these products:



DI-MET powder

(50% disodium monomethyl arsonate, hydrated) Packed in pre-measured bags.



DI-MET liquid

Only Linck has this concentrated liquid. Measuring spoon with each can. Easy to use with hose syphoners, sprayers, watering cans.



TAT Ant Trap & Ant Bait

Celebrating the 25th anniversary of the ORIGINAL Ant Trap with a big promotional push.

MO-GO Kills moles, gophers, field mice.



TAT Insect Repellent

Only repellent available to your customers containing dimethyl bicycloheptene dicarboxylate. Repels greater variety of insects longer.

O. E. LINCK CO., Inc., Clifton, N. J. Sales representatives: John H. Graham & Co., Inc.

UP Sales and Profits
in Tinware with
nationally advertised
MOULI LINE

**THE MOST PROMOTED
PRODUCT IN THE
COUNTRY!**



**KING SIZE
SALAD MAKER**

SLICES • CHOPS • SHREDS • GRATES

Non-slip rubber tipped fold-away legs... won't scratch • save space.

Individually packaged in multi-color display carton **RETAILS \$4.98**

MOULI

MANUFACTURING CORPORATION

92 BROADWAY JERSEY CITY 6, N. J.



Food Masher
(4 sizes
\$1.49 up)



Pepper
Mill
\$1.00



Nut
Cracker
\$1.00



Julienne
\$2.98



Mincer
\$1.00

*The choice
of More
Fishermen
each year!*

UMCO

Bonus quality
TACKLE BOXES

Each year more and more UMCO Tackle and Spin Boxes are sold to fishermen, because UMCO offers a larger selection of models to choose from, superior designing, exclusive features. For 1966, UMCO offers 22 Aluminum and Royalite Tackle Boxes, with these Bonus-Quality features—off-center or full-length cantilever trays; Lure-Gard Tray liners; extra reel and spool clips; separate reel compartments; safety catch locks; cases with attractive leather-grain embossed finish. Find out for yourself why UMCO is America's Fastest Growing—Fastest Selling Tackle Box Line.



MODEL 401
Aluminum Tackle Box with 2 full-length cantilever trays, 18 lure compartments. Large deep storage area, for rods, tackle and gear. \$10.95

MODEL 501 (not shown)
Like Model 401 except with single cantilever tray, 9 lure compartments. \$7.95

Ask your jobber or write today for complete information.



MODEL 43
A new aluminum combination spinning and bait-casting tackle box. 3 off-center cantilevered trays with 37 lure compartments—30 for spin lures, 7 for bait-casting plugs. \$10.95

MODEL 42 (not shown)
Like Model 43 except with 3 full-length trays and 49 lure compartments—40 for spin lures, 9 for bait-casting plugs. \$12.95

UMCO corporation

1717 FOURTH AVENUE SOUTH
MINNEAPOLIS, MINNESOTA

U. S. Expansion Bolt Co. Opens New Warehouse

THE U. S. Expansion Bolt Co. of York, Pa., manufacturers of masonry anchoring, fastening, drilling and allied products, announces the opening of its new wholesale warehouse in Birmingham, Ala.

The warehouse is known as the Southern Bonded Warehouse, located at 2 Finley Ave., West.

The warehouse has been established for the convenience of the company's customers and will operate strictly as a wholesale supply for distributors only, according to the announcement. No retail sales will be made at this warehouse.

Cosco Offers Cooperative Advertising Program

A NEW COOPERATIVE advertising program designed to pay one-half the cost of newspaper space up to a quarter page per month is being offered all retailers of Cosco products sold through the Household Division of Hamilton Manufacturing Corp., Columbus, Indiana.

Copies of the new cooperative advertising agreement are being put into dealers' hands now through Cosco distributors. The agreement becomes effective for

each store as soon as a signed contract is received by Hamilton. Reimbursement for the ads submitted is in the form of a check sent directly to the retailer by Hamilton.

Regulations

In order to qualify for reimbursement under the Hamilton agreement, an advertisement must show current, fair-traded Cosco models, include the Cosco trademark, show current fair trade prices, and be submitted within 30 days following the month in which the ad appeared.

No media other than newspapers are permitted except on advance written approval from Hamilton. The amount of space eligible is a quarter page or 600 lines per month, whichever is lesser; this space is not cumulative for months in which no Cosco ad is submitted. The store is reimbursed for one-half the net cost at the local contract rate.

Claim Procedure

Claims submitted must include a receipted bill for the space cost, a request for reimbursement at half this cost, and a full-page tear sheet, including date line, of the ad.

Retailers interested in getting further details on the new Cosco cooperative advertising program and copies of the agreement are invited to write to the factory.

CLASSIFIED

REPRESENTATIVES Make Immediate Profits From Waltco's Fabulous New Direct-to-Dealer Program

If you're now selling direct to the dealer . . . or if you're getting ready to make the profitable switch as others are doing . . . Waltco Products complete line of Fishing Equipment and Picnic Goods is the line for you.

Buying direct is becoming the goal of all dealers! Heavily advertised, Waltco is styled right for sales appeal . . . priced to meet and beat any competition . . . It's a "gold line" for live wire producers. WRITE TODAY giving complete details of where you travel, the lines you now carry, and as much information as possible to help us make a choice.

WALTCO PRODUCTS

2300 West 49th St.
Chicago 9, Illinois

SHOWCARD WRITING KITS—Patented stencils make perfectly lettered signs, showcards, banners. Look like studio work. No "ribb", no "bars". Easy, anyone can do it, economical. Information free. NASSCO, Box 5023, Industrial Station, St. Paul 4, Minn.

Bayou Boogie



14 colors
3/4 actual size

NEW FOR '56!
BAYOU BOOGIE

Series 650
Wt. 1/3 oz.

Ideal for Spinning,
Casting, Trolling.

Series 700 1/4 oz. spinning
Series 600 1/2 oz. spinning and trolling
Series 500 3/4 oz. heavy casting and deep trolling

A. D. MFG. CO. 1917 Chouteau Ave., St. Louis, Mo.

Reps: Dick Dillman; Frank Williams; Jas Giescke

W. R. C. Smith Publishing Co.

Department SH-56

806 Peachtree St., N. E.

Atlanta 5, Georgia

☐ New

☐ Renewal

Please enter my subscription to SOUTHERN HARDWARE for 3 years.

Name _____

P. O. Box or

Street and No. _____

City _____

State _____

Firm _____

Position _____

☐ Enclosed find \$2.00

☐ Send bill for \$2.00



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



More profit on
HOUSEWARES
with these
high-quality
fast-selling
BRUSHES



Put this good-looking display of *quality* household brushes in a good traffic spot and watch your brush sales climb. Profits, too — not just 33⅓%, but a full 37½% — for you.



colorful merchandise...
appealingly displayed

Kellogg Brushes

famous name... famous brand

KELLOGG BRUSH MFG. CO.
Westfield, Mass.

Strataflo
CHECK VALVES



Patented, flexible Monel Metal Poppet can't leak... can't stick. Sensitive in operation. For cold or hot water or steam. 200 lbs. pressure. One-piece brass shell. Seven sizes.

Write today for Bulletin 204.

Order from
your Jobber

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

30 YEARS OF
CUSTOMER SATISFACTION
AND DEALER PROFIT

ADAMS

Exclusive water-proofing and uniform thickness prevents leakage and waste. Your customers will come back for more. Special attention given odd size cup orders. Advertised throughout the South and Southwest. Also, it will pay you to handle

KAYO, TIP-TOP and ADAMS

Steel hand tools, cold chisels, punches, etc.



C. F. ADAMS, Inc. 420 South Lake St.
Fort Worth, Texas

more
ACCO
products

AMERICAN CHAINS
for Farms, Homes, Industry
and Transportation

for Steady Profits all year 'round—
Buy AMERICAN
Display AMERICAN
in this sales-making Stand

ACCO

order from your AMERICAN CHAIN wholesaler

Sell AMERICAN
AMERICAN CHAIN & CABLE

York, Pennsylvania • Bridgeport 2, Connecticut

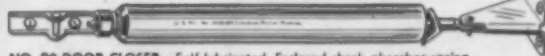


Ideal Storm and Screen
DOOR HARDWARE

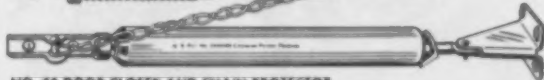
**ONE-BORE
PUSH-PULL LATCH**

Guaranteed quality. Fast application. Easy latching spring strike.

DOOR CLOSERS



NO. 90 DOOR CLOSER—Self lubricated. Enclosed shock absorber spring.



NO. 80 DOOR CLOSER AND CHAIN PROTECTOR
with chain hold up spring. Self lubricated and guaranteed for 10 years.



IDEAL HINGES

Plated or Stainless Steel or Solid Brass. Available with Bronze Oilite Bearings.

write for description,
price and delivery on these
and other hardware items.



**ADJUSTABLE
DOOR SPRING**

Quick, simple, positive adjustment. Just turn end in or out.



and brand New

FLEX-IT DOOR STOP

Prevents injury or damage — will not mar door. Rubber tipped spring-steel stop screws into separate base.

Ideal

IDEAL BRASS WORKS, INC.
250 EAST 5th STREET • ST. PAUL 1, MINN.

EXTRA PROFITS\$ WITH THE NEW GEYER ROTARY! EDGER!



Newest in the market, Geyer's Rotary Edger and Trimmer has the features to make it a best seller.

- SURE GRIP TIRE TREAD
- SELF-SHARPENING BLADE
- EXCLUSIVE SPRING TENSION
- MULTIPLE USES
- GUARANTEED DURABILITY
- COLORFUL FINISH

National advertising and selling aids are offered to assure you of extra profits with Geyer tools.

Write today

- for prices
- catalog pages
- advertising and selling aids

GEYER MANUFACTURING CO. ROCK FALLS, ILLINOIS



**STRONG
and
STRAIGHT**

WRIGHTWELD Hardware Cloth

Selvages tightly welded to each filler wire . . . Even and accurate width . . . Precision woven fabric . . . This major advance gives added strength . . . rigidity . . . uniformity of meshes.

G.F. **WRIGHT** Steel & Wire Co.
WORCESTER, MASSACHUSETTS

"LAZY IKES"

rank with our
best sellers!"

Reports Max Kriston of Western Hoosier Company, nationally known distributor in Los Angeles, California.



Tackle buyers everywhere rate Lazy Ikes among the most popular, fastest-selling lures they've ever handled. Why? Record-smashing sales and enthusiastic customer acceptance prove it!

Find out why fair-traded, short-line Ikes give you fast dollar turnover, easier handling, quicker profits. See how Ike consumer advertising, and sound company policies work for you. Write for the new 1955 catalog, or see your jobber at once.

SELL ALL 3
TO ALL AROUND ANGLERS



LAZY IKES ARE FAIR-TRADED

KAUTZKY **LAZY IKE** COMPANY
Ft. Dodge 10, Iowa



**Aluminum
SWIVEL
SEAT**

Display the sales lure that boat owners can't resist; famous, nationally advertised Delighter #63, the full 360-degree swivel-action aluminum seat!

- ★ Life-time engineering construction
- ★ Kapok snap-on seat floats
- ★ Water-Repellent No. 12 duck (red, green, or blue)
- ★ Coast Guard approved cushion at slight extra cost.

UNIVERSAL CONVERTING CORP.
411 Sawyer St., New Bedford, Mass.



WEIGHS ONLY 5 1/2 LBS.
**ALUMINUM
Folding Chairs
Swivel & Sport Seats
Specialties**
Write for complete
catalog sheets

Southern Farm Equipment

Section of SOUTHERN HARDWARE, 104 Peachtree St., N. E., Atlanta, Ga.

FEBRUARY
1956

Parts System is
Saving Time and Money
Pg. 123



ARE
TOUGH

AS A PIG'S NOSE

It's "plain as the side of a barn" why Tillage Tools by "EMPIRE" are first choice of farmers who know the difference. "EMPIRE" products are built to take punishment and come back for more.

The premium quality, high carbon steel, scientifically HEAT TREATED by our exclusive ISOETHERMAL process confirms the facts of hard field use... meaning less breakage, longer life, extra acres of work.

IT PAYS TO SELL THE LINE WITH READY TRADE ACCEPTANCE -
that builds Sales today and Profits tomorrow.

HEAT TREATED
FOR TOUGHNESS
TEMPERED
FOR PERFORMANCE

THE

EMPIRE

PLOW COMPANY

"Specialists in Tillage Tools Since 1840"
CLEVELAND 27, OHIO

1840

1956

Daring New 3-Plow Tractor...

CASE 300



Alive with Sensational Sales Appeal



12

speeds

evenly spaced, overlapping gear speeds forward, all the way from 1.6 to 20 MPH... plus three reverse speeds.



- ★ **Powr-Torq Engines** for gas, LP-gas, distillate, diesel fuel. Full torque at half speed, peak at two-thirds.
- ★ **Tripl-Range Transmission.** Correct speed for every PTO job; full use of engine power in every tillage task.
- ★ **Safety-Lock Hydraulic System.** Prevents accidental dropping of implements. Selective duo-control.
- ★ **New Cam-and-Lever Steering.** Fast-acting. Easy operation. Short turning radius.
- ★ **Eagle Hitch 3-Point Hook-Up** from tractor seat. Stabilizes plowing depth, assists traction.
- ★ **"Tell-Easy" Instrument Panel.** Tachometer, speedometer, hour meter, fuel gauge, and four other indicators.
- ★ **Constant Power Take-Off.** Separate hand-lever traction clutch. Standard PTO speed at rated engine RPM.
- ★ **Powr-Shift Rear Wheels** adjust tread 20 inches... from plowing to cultivating. Maximum tread 88 inches.

J. I. Case Co., Racine, Wis.

This parts system is

Saving Time and Money

THERE IS no definite way of calculating the amount of dissipated profit that results from inadequate and poorly-maintained parts storage and records, but E. C. Armstrong of Clovis, New Mexico, veteran farm equipment dealer, knows that the amount is considerable, for he has noted the increase in net as a result of the adaption of his present system.

Armstrong is a past president of Tri-State Hardware and Implement Association and owner of four farm equipment firms. They are: Western Machinery Co. (where he makes his headquarters) and Tractor Sales Co., both of Clovis; Texas Machinery Co., Muleshoe, Texas, and Portales Machinery Co., Portales, New Mexico.



Any of firm's employees can check file of parts cards and quickly determine location of any needed part

MIN.	LOCATION	MACHINE	DESCRIPTION	LIST	ALTERNATE NO.	PART NO.
24	G-503	124	Bearing, Plastic	NET		2046012
SALES HISTORY						
DATE	QTY.	IN	QTY.	IN	QTY.	IN
11	12		12		12	
11	12		12		12	
11	12		12		12	
11	12		12		12	
REMARKS						
DATE ORDER						
DATE	ORDER	QTY.	QTY.	QTY.	QTY.	QTY.
11	12	12	12	12	12	12
11	12	12	12	12	12	12
11	12	12	12	12	12	12
11	12	12	12	12	12	12

Picture at top of page shows a portion of a stock bin. These sections are about 20 feet long, eight feet high and are divided into shelves spaced according to the size of the parts to be stored. Bins are lettered and numbered, making it easy to find wanted parts. Parts card above, contains name of item, manufacturer's stock number, and letter and number to designate its location in the stockroom

Knowing from experience and observation that much time may be wasted and turnover of parts materially slowed by inadequate warehousing and improper records, Armstrong studied his own record and stockkeeping needs, visited other successful dealers and studied their systems, accepted help and advice from manufacturers and came up with his own that he feels meets his needs.

The system starts with the parts storage shelves themselves. Armstrong took into consideration his needs and the plan he had in mind, designed the parts shelves the way he wanted them and had them manufactured to his specifications.

Stock bin sections are about 20

feet long and about eight feet high, divided into shelves spaced according to the size of the parts to be stored in them.

The shelves are further divided into bins by metal removable and adjustable dividers, to fit the size and amount of parts to be stored.

Each bin section carries a letter of designation, the first unit in the first tier on the left being "A". The one facing it across the narrow aisle is "B", and so on.

These letters are the keys to the basis of the storage system.

Next, each bin in each unit carries a number. The first bin in each section is No. 101. Thus the first bin in the first section is A-101, the next is A-102 and so on.



E. C. Armstrong is shown above at parts counter in headquarters store

Directly opposite bin No. A-101 is bin No. B-101, and this follows throughout the parts storeroom. G-101 or W-101 occupies the same corresponding spot in the section as A-101. This makes it simple and quick for a new man to learn where to find specific parts.

The same basic plan follows right on through the entire parts department, including the storage for fan belts and larger replacements.

When the numbering runs through the alphabet, it repeats by starting over at 2-A, 2-B and so on until there is a consecutive number for each bin or storage

section (for the larger parts).

The parts are separated by factory-makes, and a master key indicates what letter designations carry each factory line.

The system has nothing to do with the actual factory parts number of an item, although the card-record does carry the part number as designated by the manufacturer.

Armstrong maintains a perpetual inventory system that ties in with the stockroom program.

Every item not only has a separate bin in the stockroom but a separate record card in the inventory file. The inventory card

gives the name of the item, the manufacturer's stock number and the letter and figure to designate its location in the stockroom.

The inventory cards serve a useful purpose in helping men not entirely familiar with the stockroom to locate any given item quickly and accurately. When a man wants to find a part quickly, but doesn't know where to look, he refers to the item's inventory card, ascertains the bin letter and number and goes directly to the proper bin, because he knows enough about the stockroom to understand the numerical progression of the bin and shelf arrangements.

He knows, for example, that an item listed on the inventory card as being located in bin G-508 is the seventh row of shelves from the left and that the individual bin is the eighth from the front end.

One stock man maintains the inventory system, with time to spare to work in the parts room. At the close of business each day, all sales slips for the day go to him. First thing next morning, he records each sale on its proper inventory card from the slips. As he enters the sale, he subtracts the item from the previous total and draws a new total.

Each card has a figure indicating a minimum of the item to be carried, and as he enters current sales he watches the new balances, and when an entry draws the number of the item on hand down to or below the designated minimum, he tags the card to indicate that the item should be re-ordered.

Between the plan of storing
(Continued on page 134)



Typical stockroom aisle shows orderly parts storage

No shortage in this shop

Training Program Produces

Skilled Mechanics

By Ross L. Holman



Cooperation is the rule in the Whitmore and Arnold shops. The company has found that sharing the information gained by an experienced mechanic assures more dependable work, more efficient production in shop

AN APPRENTICE training program is turning out dependable, skilled mechanics for the Whitmore and Arnold Co., farm equipment dealers in Purcellville, Virginia. So effective is the program that within a year trainees are capable of completing a major engine overhaul on their own.

The training program, in brief, assures the company that there will be no shortage of skilled labor in its service department.

Working closely with experienced mechanics under the supervision of the shop foreman, apprentices gain experience in bench work as well as in repair work on tractors and farm implements and they gain experience in another important function — that of meeting farmers and answering questions about service work.

"We do not require an applicant to have had experience. We are glad to train a young and willing, though inexperienced man, preferably between the ages of 19 and 22. If he has had some experi-

ence in the repair of automotive or small engines so much the better, but it is not a prerequisite to employment," said William T. Bell, shop foreman. "It helps some if he has operated machinery in the field, but we do not think that essential either. If the new employee shows some mechanical inclination or aptitude in carrying out simple jobs the first few days he is in the shop, we know we have found suitable material."

An apprentice is assigned to an experienced mechanic who will start him on elementary jobs

such as helping to wash and clean motor parts and pistons, and removing the sludge from motors. As he cleans various parts, his experienced overseer explains to him what the part is, its function in the machine, and how to place it back in the motor.

Disassembling, cleaning and reassembling may continue for six to eight weeks. The progress an apprentice makes is determined by his eagerness and ability to learn. Within three months he will be started on assembling a motor and checking the machinery as he assembles it. He may be shown how to install a crankshaft, or do a valve grinding job.

(Continued on page 142)



In the interest of greater efficiency, specialization is practiced throughout the service department. With this in mind two foremen are constantly on the lookout for special talents that become evident during an apprentice's training program

Tractors brought in for repair are given free steamcleaning. This service along with definite scheduling of repair work and the dispatch with which such jobs are handled favorably impress most farm customers

By B. Miller



After-season service promotion brings

30% Boost in Shop Volume

CONTINUOUS contact with farmers during the off-season has proved to be the most effective means of getting machinery into the shop for service work, according to Ward Dawson, a partner in Dawson Hardware, farm equipment dealers also in Berkley

Springs, West Virginia. Volume on parts and service so far in 1955 have been about 30 percent above 1954. The company's total annual volume is about \$125,000.

As soon as the fall harvest is over—around November 1 for this area—this dealer begins reminding

his farm customers of service needs whenever they come into his store. When making farm calls during the major selling season, Dawson makes sure that he talks with the farmer himself so that he can encourage the customer to have his equipment repaired and put into good operating condition well in advance of the next crop season. Such activity brings a sizable portion of service volume into the shop during the off-season.

"Our customers readily talk about the operation of their machines. We look equipment over on these trips. Where nothing seems wrong we advise the customer to have a steamcleaning and paint job," Dawson explained. "This gives us the opportunity for a more thorough checkup."

But that is not all this company does to get as much repair work
(Continued on page 137)



Customers received a full explanation when parts and accessories need to be replaced. Company's service volume was substantially ahead this year partially as the result of aggressive promotion

You and your Customers
are **FULLY PROTECTED** with a
Written Guarantee
in every bale



when you sell
INTERNATIONAL® or McCORMICK® BALER TWINE

Guaranteed Longer—Full 9,000 feet per bale . . . enough length to tie 500 bales—50 more than most others.

Guaranteed Stronger—Full 325 lbs. average tensile strength. Ties 100-lb. bales safely.

Guaranteed Smoother—No weak spots or bunches . . . no messy, missed bales. Evenly spun to the last foot.

Insect, rodent and rot-repellent—Livestock-safe—Treated with best chemicals known to science.



Order from your distributor NOW!
INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler and Utility Tractors and Power Units—General Office: Chicago 1, Illinois



J. A. Morris, right, believes that private demonstrations to which a few selected customers are invited eventually result in more business than the larger, public demonstrations. Here, he and company mechanic look over plant setter

Demonstrations *pave the way to added sales*

WHENEVER J. A. Morris sends a field salesman out to sell more mechanization he tells him to spend less time on the highways and hit the byways.

"The main highways have been worked to death," he explains. "Go out on the secondary and country roads and you will find plenty of farm owners who haven't been over-canvassed."

Morris operates the Princess Anne Farm Equipment Co. in Norfolk, Virginia. He usually keeps one full-time field salesman. One of his chief methods of interesting land owners located off the beaten path is to put on as many private demonstrations on as many private farms as possible. Once a year he stages a big public demonstration and gives a real party at that time.

"Both of these have their advantages," he explained. "At the big, once-a-year affairs you get to explain your brand of horsepower to a lot of farmers en masse

and maybe get a lot of them thinking about you and your product for later follow-up. But you don't have much time with them individually. The private demonstration on somebody's farm allows you to talk to the farm owner and a few of his selected neighbors. That's where most of the real pay-off comes."

He went on to say that the private demonstration is an especially effective way to introduce new implements, especially those that represent any sharp change from those normally used. A year or two ago he had a hard time getting his four-row plant setter accepted. His territory embraces quite a number of truck farms as well as tobacco land on which these setters can save a great amount of time.

He had a prospect who grew a sizable acreage of sweet potatoes. He sold this farmer on the idea of allowing the four-row setter to be brought out to his farm for a demonstration of what it could accomplish. He invited a dozen picked prospects who also grew plant-set crops. He and his salesman had plenty of time to explain to each spectator anything he wanted to know and to answer any of his questions. There was time for anyone of them who wished to do so to try out the equipment for himself. As a result of this show he sold 20 four-row plant setters. Some were sold at the demonstra-

(Continued on page 148)

Company's neat building faces heavily-travelled highway and Morris uses to advantage the display area in front



MAKE YOURSELF A RAFT OF PROFITS



This Spring, **STOCK-DISPLAY-SELL**



GOULDS DRAINETTE CELLAR DRAINERS

Compare these features...

- Nothing in sump except suction pipe and float
- Strainer easy to clean
- Pump and motor always accessible
- Self-priming—unloaded motor starts mean longer life
- Bronze-fitted construction
- Capacities up to 2000 GPH
- Adaptable for small diameter pits

Comes Spring — comes flooded cellars — comes a flood tide of cellar drainer sales. And every "cloudburst" will have a silver lining for you if you stock and display the new GOULDS DRAINETTE. It's the foolproof cellar drainer — greatly improved, completely dependable — packed with important GOULDS exclusives for sell-out success.

THIS POWERFUL DRAINETTE has the capacity to handle any cellar water problem from a dribble to a deluge — up to 2000 GPH! New self-priming design permits unloaded motor starts — means longer motor life. It's easier to install, too — pump and motor are out of the sump — away from silt and dirt!

SEE YOUR GOULDS DISTRIBUTOR — order your stock of DRAINETTES now — be ready for the heavy Spring demand for cellar drainers. Call him now — or write us for details.

GOULDS PUMPS, INC., Dept. 5H-26, SENeca FALLS, NEW YORK

You get **MORE** with...

GOULDS

WATER SYSTEMS

Since 1848

FOR EVERY FARM AND HOME NEED

now... the tractor triumph

The miracle from

THEY'RE here . . . setting a pace of matchless performance . . . the most advanced line of tractors in Massey-Harris' history. This Miracle-Engineered power breaks through the engineering barrier years ahead of schedule. It's here now . . . to trigger a new tractor age, a new era in farm power.

And this is power the way your farmer-customers want it. Alive . . . hi-torque power with split-second reflexes to ease through the tough sudden pulls . . . so smooth and effortless on steady loads it purrs out a fraction of what it can do.

Features? These Miracle-Engineered tractors add them up by the dozen. They give you more to show and demonstrate, more to offer and talk about, more buying reasons to make sales easier.

This is why today, a Massey-Harris contract is dealer-recognized as the franchise for the future . . . why a Massey-Harris dealership presents an unprecedented opportunity in any and every area. It will pay you, as never before, to look into the Massey-Harris franchise. For complete information write your nearest Branch office.

Massey-Harris

Quality Avenue, Racine, Wisconsin

BRANCHES AT:

Atlanta, Ga.; Baltimore, Md.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Indianapolis, Ind.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Oklahoma City, Okla.; Omaha, Nebr.; Pocatello, Idaho; Portland, Ore.; Racine, Wis.; Springfield, Ill.; Stockton, Cal. Sub-branches: Amarillo, Texas; Billings, Mont.; Los Angeles, Cal.; Spokane, Wash.

Paving the **new**



FABULOUS MH50 134 cu. in. engine • 6-speed Hi-Lo transmission • Duo-Range clutch • Double-Duty PTO • Draft Monitor 3-Point hitch • Hydramic Master Control • 12-volt electrical system • power adjusted wheels • power steering (optional) • 4 models all designed for front mounted cultivation

Always
keep your eye on

of our time

Massey-Harris



NEW 333 Inspired by Miracle Design
— 208 cu. in. engine • 10 speeds forward
• power-adjusted wheels • power steering
(optional) • 12-volt electrical system •
Level Drive PTO • 3-point Hitch-All
with exclusive wrist action.

NEW 444 Inspired by Miracle Design
— 277 cu. in. engine • 10 speeds forward
• power-adjusted wheels • power steering
(optional) • 12-volt electrical system •
Level-Drive PTO • 3-point Hitch-All
with exclusive wrist action.



way to
sales heights



NEW 555 Inspired by Miracle Design
— 382 cu. in. engine • new tougher trans-
mission case • improved gears, easier
shifting • smoother clutch • 12-volt elec-
trical system • power steering (optional)

Massey-Harris

dealer-recognized as the Franchise for the Future



MF 50 is company's low-profile, utility tractor. A 2-3 plow tractor the MF 50 can accommodate front-mounted implements

The Massey-Harris Line for 1956

THE MODEL MH50 spotlights the new 1956 line of farm tractors introduced this month by Massey-Harris. Said to embody a completely new concept of power application, termed "Hydramic Power," the MH50 is the first direct result of expanded engineering facilities of Massey-Harris.

In addition to the MH50, the new line is filled out by three big-equipment tractors: the 333, 444, and 555. These units follow con-

ventional tractor design, but feature a number of improvements and design changes, according to Massey-Harris officials.

"The MH50 is our answer to competitive low-profile, utility-type tractors," says James S. Duncan, chairman of the board at Massey-Harris.

It was pointed out that mechanical and hydraulic functions are pooled into a continuous flow of power under all loads. The com-

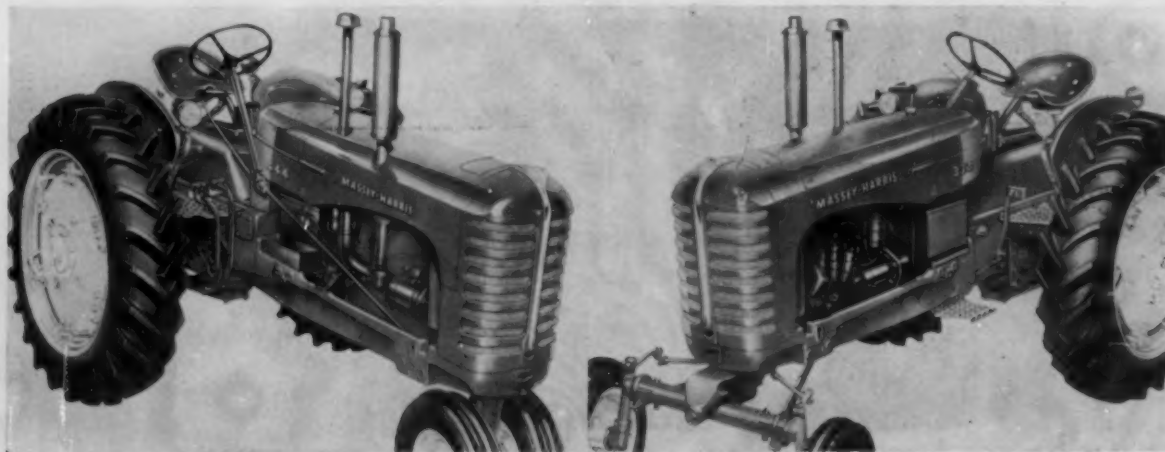
pany named this force "Hydramic Power" — coined from a combination of the words "hydraulic," which refers to an automatic implement control and draft system, and "mechanical," which describes the complete coordination of the engine, transmission, clutch, PTO and mechanical aspects of the 3-point hitch.

The MH50 is a 2-3 plow tractor with a 134 cubic-inch, overhead valve engine with every power control unit performing twin functions. By doubling up on clutch, transmission, PTO and hydraulic control, the MH50 gives greater flexibility to farming operations and increases the power application and usability of the engine's output.

(Continued on page 140)



The 555 is aimed at the large farm or ranch and replaces the 55. It is a 5-plow tractor



The 333 and 444 are designed as successors to company's 33 and 44 special

SUN-MASTR ROTARY MOWERS



Superior
Quality
Means
**MORE SALES
FOR YOU**

MANY, MANY USES for Mowing — Cutting—Shredding—Mulching.

Mows all types grass and weeds
—Lawns—Pastures—Parks—
Highway Rights-of-way—Golf
Courses — Cemeteries — Air-
ports—Orchards—Vineyards,
etc.

Cuts largest weeds, vines, all
types of brush up to 3" in di-
ameter. Cuts and shreds corn
stalks, cotton stalks, oat and
wheat stubble, milo maize, veg-
etable tops, mesquite, and resi-
due of all types of row crops.
Makes plowing easy. Helps de-
stroy insects and weevils. Shreds
orchard and vineyard prunings,
mulches leaves, improves pas-
tures, adds quick fertilization
to the soil. Ideal for topping
weeds off hay crops. Many
other uses.

Many other Models for
All Jobs and Tractors.

KUB-KLIPPER

PATENTED
46 inch Rotary Mower for Farmall
CUB, Massey-Harris PONY and
PACER, Allis-Chalmers "G" and
CUB LO-BOY.

Cuts 46 inch swath.
1 inch to 8 inches high.



EASY TO USE
Field tested and approved by International
Harvester Company. Plenty of prospects for
this popular mower, Cutter, Shredder, Machine
sharpened heat treated spring steel blades.
Fast Hitch Model for new CUB & CUB LO-BOY.

COMPLETE With All Attaching Parts.

WRITE, WIRE or PHONE
for Illustrated Catalog on all Models

NEW LOW PRICES and LIBERAL DISCOUNTS

SUN-MASTR Mowers stand the Closest Inspection That's why they are a National Sales Leader!

Available in a wide choice of sizes and models for all
Tractors. Modern in every detail! Extra sturdy gear box,
heavy duty drive shaft, new style, improved double edge
forged spring steel cutting blades, give long service—top
performance. Easy height adjustment. Proved through-
out the nation and in many foreign countries. Fully
guaranteed. Cuts clean over rough ground because of
exclusive "Floating Action".

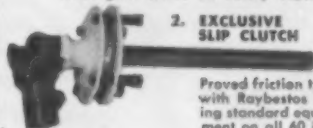
The Sunflower line, with its advanced design, has made
selling history from Coast to Coast. Sun-Mastrs are doing
a tremendous job everywhere, farms, ranches, orchards,
parks and hi-ways. Many exclusive features make it a
fast seller.

ALL SUN-MASTRS feature these advantages



1. EXTRA STURDY GEAR BOX

Stands Heaviest duty. Guaranteed to
have 30% to 50% more capacity than
most gear boxes on rotary mowers.



2. EXCLUSIVE SLIP CLUTCH

Proved friction type
with Raybestos lin-
ing standard equip-
ment on all 60 inch
models.

3. HEAVY DUTY DRIVE SHAFT with Blood Brothers U joints.

4. NEW STYLE, Improved Double Edge Forged Spring Steel Cutting Blades— Heat treated, machine sharpened. Gyrol Action.

Also A FULL LINE of Patented Gang Lawn Mowers for all Tractors

SUNFLOWER INDUSTRIES, INC., OLATHE, KANSAS
125 South Kansas Avenue

1956 Dealer Award Announced for Soil Conservation Program



HUNDREDS of farm implement dealers will soon be displaying attractive three color window decals proclaiming that they have received a 1956 "Conservation Award" in the National "Dealer-District Program."

To receive the yellow, green and brown decal a retailer must have satisfactorily performed three of eight listed activities either in cooperation with his local Soil Conservation District or by furthering conservation in other prescribed ways.

The decal is being provided to recognize dealers who are doing a good job of promoting conservation by the National Dealer-District Program Steering Committee whose sponsoring members are the National Association of Soil Conservation Districts; the National Retail Farm Equipment Association; and the Farm Equipment Institute.

Qualifications

1956 Conservation Award goes to any farm equipment dealer who is certified as having earned the award in 1956 by performing one of the first three, and any other two of the items 4 through 8.

1. Interview at least 5 conservation farmers and complete a "How Does Conservation Pay Its Way on Your Farm?" questionnaire for each. (If you need help in obtaining names of conservation farmers, contact the officers of your local soil conservation district. Questionnaire forms are available from farm equipment manufacturers).

2. Conduct a field demonstration by yourself or in cooperation with other dealers emphasizing the proper application or maintenance of conservation practices.

3. Participate annually in a joint meeting of farm equipment dealers and the District governing body to study ways dealers can help farmers with their conservation work.

4. Maintain a continuous display of conservation booklets, and other material, developed by your manufacturer.

5. Show to a farmer audience at

least one of the conservation films produced by your manufacturer.

6. Attend at least two meetings each year of your District governing body. (These are public meetings and you are invited.)

7. Visit the local or closest District office and familiarize yourself with the District's work plan and latest annual report.

8. Participate in a tour of conservation farms arranged by your District.

The mechanics of providing the award would be as follows: The Chairman of the local Soil Conservation District, upon ascertaining that a dealer meets the qualifications for an award (it is the responsibility of the dealer to request this verification) would send certification form to the National Retail Farm Equipment Association, 2340 Hampton Avenue, St. Louis 10, Missouri. The NRFEA will then mail the Conservation Award directly to the District Chairman. The district chairman will then present the award to the farm equipment dealer with appropriate ceremony and publicity.

Allis-Chalmers Appoints New Eastern Manager

JOHN C. WALKER is appointed eastern territory manager, Tractor Group, Allis-Chalmers Manufacturing Co., Milwaukee, Wis., succeeding Nelson L. Garrett, who



John C. Walker

becomes manager of the company's Madison, Wis., branch.

In his new position Walker will supervise branches at Atlanta, Ga.; Charlotte, N. C.; Columbus and Toledo, Ohio; Harrisburg, Pa.; Richmond, Va.; Indianapolis, and La Porte, Ind.; Syracuse, N. Y., and Toronto, Ont., Canada.

Walker has been manager of the Minneapolis, Minn., branch and prior to that was manager at Peoria, Ill. He started with Allis-Chalmers in Omaha, Neb., in 1935, was an Allis-Chalmers dealer for a time, and then rejoined the company as a blockman at the Columbus, Ohio, branch. Later he was transferred to the Toledo, Ohio, branch and then to Rockford, Ill., where he became assistant branch manager. He was on military leave during the war. He is a native of Iowa.

This Parts System Is Saving Time and Money

(Continued from page 124)

parts and the inventory system, Armstrong has found that turnover has been speeded materially without sacrificing completeness of stock, and considerable time is saved in the handling of parts, both in stock and out.

"A particularly noticeable advantage in the system," he says, "is the ease and speed with which a new man becomes familiar with the parts stock. Any man can study the system a few minutes, and by use of the inventory cards can find the most concealed part in the plant.

"That works out particularly well not only when we put on a new parts man but when a parts man is busy or out of the department temporarily and someone else must find a part quickly for a customer. The bookkeeper, for example, can find any item in the parts department as quickly as any parts man, once she has checked the inventory card to ascertain the location of the specific item."

*“Another Powerful Subject
for Me to Talk About”*



SOME products seem just naturally easier to sell than others. And there's a reason for it. It's simply that such a product (the dream of every salesman, by the way) is loaded with the kind of features and advantages that the seller likes to talk about and the prospect likes to hear.

The new John Deere Model "80" Diesel Tractor is a good example. Power with economy, comfort with performance, convenience with dependability—all are qualities that make this tractor literally "speak for itself" and that contribute so fully to downright good sales conversation.

In all of these qualities, of course, the new Model "80" is typical of the complete John Deere line of modern farm equipment—equipment designed, built, and known the country over for fulfilling the anticipated machinery needs of the progressive farmer.



The new Model "80" Diesel is the extra-value tractor in the 3-plow field, offering big-tractor power at rock-bottom operating costs.



JOHN DEERE • Moline, Illinois

QUALITY FARM EQUIPMENT SINCE 1837



Deere's "420" Series

THE NEW John Deere "420" Series Tractors — 10 models in all — are now in production at the Dubuque (Iowa) Tractor Works of Deere and Co., of Moline, Ill. The new tractors closely resemble the John Deere "40" Series, which they replace; but the new 2-cylinder, valve-in-head engine, which is common to all models, delivers approximately 20 percent more power, according to the manufacturers.

No official test has been made, they state, but it is estimated that the increase will bring the tractors close to 30 belt horsepower. The new power steps up the rating for the eight wheel-type models from 2-plow to 2-3-plow. The crawler model — available in 4- and 5-roller sizes — is now rated as 3-4 plow.

Additional Power

The additional power is attained primarily by changes in the bore, the cylinder head, valve mechanism, manifold, carburetion and a compression ratio of 7 to 1. A new pressurized cooling system with water pump and thermostat replaces the thermo-siphon system formerly used. Pistons are 4¼-diameter, aluminum.

The new power will improve field operation of the tractor, especially in the higher gears, and provide additional lugging ability when the tractor is pulling heavier imple-

ments and equipment. Larger belt and power take-off equipment can be operated with the new "420's." The new engine is available in gasoline and all-fuel types.

A speed-hour meter is available for the new "420" Tractors as optional equipment. It indicates engine speed, ground speed, and records hours tractor is operated.

The new tractors retain the same over-all comfort, convenience, and operating features as the "40" Series, including deep, spring-cushion seat, "live" Touch-o-matic hydraulic system, and standard heavy-duty 3-point hitch with Load-and Depth Control. The independent disk-type, self-energizing brakes now have 25 percent more braking capacity.

Other recent advancements in the "420" Tractors include an improved steering assembly for easier turning in all conditions and a cushion-spring clutch for smoother operation.

Several new, larger-capacity working tools have been designed by the company to take advantage of the increased horsepower, including 3-bottom pickup plow, and 4-row front-mounted cultivator. More will follow, the manufacturers state. There are now nearly 50 "pick-up-and-go" tools for these tractors in the John Deere equipment line.

In addition to the above, the company announces a change in the design of the Two-Row Utility Tractor to provide new, higher

crop clearance of 21 inches.

The "420" Crawler Tractor features improvements in the track, clutches, and hydraulic systems to add strength and to improve operating characteristics.

Massey-Harris Appoints Assistant Sales Manager

THE APPOINTMENT of A. N. Clugston as assistant sales manager, Massey-Harris Division, has been announced by Massey-Harris-Ferguson, Inc., Racine, Wis.



A. N. Clugston

Clugston began his career in the farm implement business in 1943 when he became associated with a Massey-Harris dealer. In 1949 he joined the company as a district manager. Clugston rose rapidly through the branch sales organization and was most recently assistant branch manager at the Massey-Harris branch in Kansas City.

New Name Given Dayton Pump Co.

THE NAME OF The Dayton Pump and Manufacturing Co. has been changed to The Tait Manufacturing Co. in honor of Frank M. Tait, chairman of the board who founded the firm in 1908.

The new name was revealed by Louis Wozar, president, in the company's "Recognition Day" ceremonies paying tribute to employees, products, and management.

Wozar said that the firm, as The Tait Manufacturing Company, will continue with no change in management or policies. It manufactures Rayidayton water pumps and systems, water softeners, cellar drainers and gasoline computing pumps.

After-Season Service Boosts Shop Volume

(Continued from page 126)

accomplished in the winter months as possible.

Around November 1 they send out about 500 postcards reminding farmers within a 25-mile radius that machinery needs servicing at the end of the season. This is generally a striking postcard with little text and usually contains a picture that conveys an idea promptly. For example, a dead horse on a draw bar on last year's postcard indicated lost horsepower and the need for checking tractors.

Fellow-Up

Within 30 days another postcard is sent out, this time a little stronger, reminding customers how wasteful and shortsighted it is to neglect equipment after it has been used. Following another 30-day period a third postcard is sent out, and by mid-January a fourth postcard is mailed.

During this three-month period weekly advertising stresses service along with the promotion of seasonal items.

"We feel that setting up definite schedules for service work is a most important part of our off-season service program. Once a customer consents to having his machinery checked, we immediately schedule him for a definite hour and date," said Dawson who is in charge of the shop. A steamcleaning of his engine is a free service.

Steamcleaning

"We find steamcleaning both time- and labor-saving, and frequently volume-producing. The customer is invited to watch how our mechanic steamcleans the motor first. This serves as a convincing way of proving to the customer what is defective, broken or worn and what needs repair or replacement. We go to work promptly on a machine that has been previously scheduled so that a customer does not have to wait needlessly. A complete checkup is made under the customer's eye. This combination of definite scheduling, prompt attention and free steamcleaning have a most favorable effect.

"It wins good will for the shop."

Upon the completion of minor repairs, the customer removes his

equipment and is thus spared a return trip to Dawson's. Only in the case of a major repair or overhaul is he asked to leave his equipment.

Scheduling of repair work is done throughout the winter months. Once the date and time is set, the customer is sent a postcard reminder two days ahead of time, and also is called by telephone the evening before his equipment is due in the shop.

"We know that once spring comes, we shall have to contend with an 18-hour day in the shop, and that's the reason we persist so

vigorously in getting every piece of equipment we possibly can in for servicing in winter months," Dawson added. "We don't succeed 100%, of course. But we put it to them straight as we keep continually after them: attend to your equipment now and you won't be waiting 10 days for a part to arrive while your machines are in the field."

The importance of this after-season program is evident in another way. It serves to uncover many prospects for both new and used equipment.

dependable performance
and profit with

TeeJet

SPRAY NOZZLES



WITH FLAT SPRAY PATTERN

Sell the TeeJet spray nozzle line and be certain of satisfied customers. Precision built. Full range of interchangeable orifice tip types and capacities to meet every need. **BETTER DESIGN** proved by overwhelming acceptance among chemical and spray equipment manufacturers. Flat spray tip features include drilled and milled orifices for exact long-life spraying; no internal baffles to distort flat spray pattern or plug nozzle.

A COMPLETE LINE . . . A PRODUCT TO SELL FOR EVERY NEED

<p>FLAT SPRAY Patent No. 2,621,678</p> <p>DISC TYPE Patent Pending</p> <p>CONEJET</p> <p>TeeJet interchangeable orifice tips . . . over 400 types and sizes for every farm spraying need. A range of sizes that's exclusively TeeJet.</p>	<p>GUNJET SPRAY GUNS Patent Pending</p> <p>For pressures from 30 to 800 pounds. Spray control and adjustment through trigger action or rotating handle. Hardened stainless steel orifice tips. Write for Bulletin 65, 69 and 80.</p>	<p>CONEJET NOZZLE</p> <p>DISC TYPE NOZZLE</p> <p>Cone Spray Nozzles . . . widely used in spraying insecticides. Non-clogging. Write for Bulletin 61 and 59.</p>
<p>EyeJet TeeJet ... fits directly on boom pipe. Typical of wide range of fittings including swivel connectors, valves, hose chucks, and line and suction strainers. Patent No. 2,616,811</p>	<p>Multijet Tip Patent No. 2,621,678</p> <p>Adjustable ConeJet Tip</p> <p>Adjustable Tips . . . provide setting of spray from solid stream to fine atomization. Used with hand held Trigger TeeJet valve unit.</p>	<p>BeamJet . . . for weed control in grains and grasses and other general broadcast uses such as spraying of liquid fertilizers. Provides pattern up to 66 feet wide. Write for Bulletin 66 & 71.</p>

FOR COMPLETE INFORMATION . . . write for general Catalog 30, any of the bulletins listed above and name of your nearest distributor. Join the TeeJet profit parade by selling the TeeJet line.

SPRAYING SYSTEMS CO. 3277 RANDOLPH STREET
BELLWOOD, ILLINOIS



Ford Announces New Rear-Attached Mower

A VERSATILE rear-attached mower, designed to mount on all Ford tractors and featuring finger-tip control for lifting and lowering the cutter bar with the tractor's built-in hydraulic system, is announced by the Tractor and Implement Division, Ford Motor Co., Birmingham, Mich.

The new Ford mower, available with either six or seven-foot cutter bars, is fully mounted for excellent maneuverability, according to M. D. Hill, Division assistant general manager.

The mounting design and unit construction of the mower permits quick and easy attachment to the tractor's three-point implement linkage, requiring no special brackets or alteration of the tractor. Detachment is equally fast and simple, leaving the tractor ready for other work, the manufacturers state.

The Ford mower, said to be capable of cutting four acres an hour in average crops at average speeds, operates from 20 degrees below to 30 degrees above horizontal for mowing ditch banks, irrigation borders or irregular fields. The cutter bar stays in register through a wide range of float because the entire frame raises and lowers as the inner shoe rides over the ground.

The cutter bar, available with either under-serrated knife or smooth knife, can be raised 15 inches at the inner shoe and 30 inches at the outer for clearance over stumps, rocks and other obstructions. Transport ground clearance is one foot, three inches, for easy crossing of ditches, terraces, borders and other obstructions.

Among the features of the new Ford mower are tapered roller bearings on the main drive, fly

wheel shaft and pitman pin, and needle bearings in the universal joints; a pitman arm of laminated wood, and a safety release that allows the cutter bar to swing back when an obstruction is hit.

Total weight of the mower ranges from 424 to 445 pounds, depending upon length of cutter bar, size of main drive sheave, and whether heavy duty or standard guards are used.

IH Offers Hydra-Creepers for Farmall 100 Tractor

INTERNATIONAL Harvester Co., 180 North Michigan Ave., Chicago 1, Ill., is now offering its Hydra-Creepers attachment for the Farmall 100 tractor. The attachment previously had been available only for the Farmall 200.

Hydra-Creepers provides four creeper speeds, ranging from 1/5 to one mph, at full power. It is used primarily for transplanting vegetables, tobacco, flowers and nursery stock, for planting flower bulbs, and for special harvesting jobs where slow speeds are essen-

tial to efficient operation.

The Hydra-Creepers attachment consists of a hydraulic motor driving a chain and sprocket speed reducer. Hydraulic power is supplied by the tractor's engine-mounted Touch-Control pump. Power is transmitted through the power take-off shaft to the tractor's regular transmission. The unit is said to be easy to attach or detach and does not interfere with the use of regular equipment at normal tractor speeds.

Century Announces Low Cost Trailer Sprayer

For 1956 Century Engineering Corp., Cedar Rapids, Iowa, is offering a new 6-row trailer mounted boom sprayer, the new No. 140, which lists for \$194.50 f.o.b. factory. The trailer will carry two 55-gallon oil drums or Century's No. 1050 galvanized tanks.

For those who wish greater capacity, Century has available a new heavy duty trailer that will carry 185 gallons of spray or liquid fertilizer. This trailer, No. 1256, is \$83.25 list compared to \$67.50 list for the new 110-gallon capacity trailer, No. 1255.



ALL UNDER ONE TENT

World's Biggest Line of Water Systems

DEMING



SELL THE LINE THAT MEETS ALL NEEDS!

Suppose you could get all your prospects for water systems under one tent at one time. Impossible, of course. But just suppose. Could you meet ALL their needs—for types, for sizes, for capacities, for accessories, for well conditions, for standards of high quality, for costs to fit pocketbooks of every amount?

It's a big order. But DEMING fills it. "You name it. We have it!" says the DEMING

DEALER to EVERY prospect for a pump or complete, automatic water system. Why sell a "short line" when it's so easy to sell DEMING—World's Biggest Line of Water Systems? There's more in it for You and for your prospects and customers. See your Deming Distributor. If you don't know where to reach him, write us for the complete Deming sales set-up.

REMEMBER: May is National Water Systems Month

THE DEMING COMPANY

519 BROADWAY

SALEM, OHIO

WHEELS WANTED!

FOR
**Do-It-Yourself
Projects**



Roll Up *Extra Sales* and *Profits* for you

The market for wheels for do-it-yourself projects is growing by leaps and bounds. Be ready to sell your do-it-yourself customers quality GLEASON WHEELS for garden equipment, yard carts, small wagons, outboard motor carriers, lawn furniture, portable workshop stands, golf carts, trash can feed carriers, outdoor serving carts, barn equipment . . . anything they build.

Gleason's DO-IT-YOURSELF Wheel Deal gives you all you need to set up a wheel department in your store. Includes 5 sizes of wheels, 6" through 12" diameters. Compact all-metal Counter Display lets customers See and Spin . . . lets you sell and profit. Reducer bushings, literature and merchandising helps also included at no cost to you.



**Mail Coupon
NOW.**

GLEASON CORP.

264 N. 12 Street, Milwaukee 3, Wis.

Please rush Complete Information on GLEASON Wheel Deals No. 521 and No. 522, and FREE Counter Display.

Name

Address

Jobber



John Deere Introduces New Rotary Chopper

JOHN DEERE, Moline, Ill., announces the No. 10 Rotary Chopper as a multi-use machine for farms. Described as low in cost and big in capacity, the No. 10 chops standing or windrowed hay for drylot feeding or for silage. Featuring offset operation, neither the chopper nor the tractor powering it run down the crop.

Among other jobs, the No. 10 tops beets for silage; chops, shreds, and spreads brush, orchard and vineyard trimmings; shreds cotton, corn, and other stalks, aiding in pest control and cleaner plowing; chops straw and stalks into bedding; makes silage of sweet corn stalks; and clips pastures.

With its simplicity adding to its strength, the new John Deere No. 10 Rotary Chopper consists of a rotor with four rows of eight curved, free-swinging knives which cut a 5-foot swath. They cut, chop, and lift the field growth being harvested into a big-capacity auger where it is whisked into a blower for delivery into the trailing wagon or truck.

By leaving the auger housing door open, shredded crop residues may be deposited on the ground behind the machine.

The Massey Harris Line

(Continued from page 132)

The MH50 features a weight-transfer system that automatically creates traction matched to the demands of load and soil conditions. The tractor operator need only de-

cide desired plowing depth and select the amount of draft required to maintain this depth. Selection is made on a draft control located on the Master Hydraulic Control Quadrant.

As the tractor moves through the field, the 3-point hitch becomes an automatic depth control. Incorporated is a unique actuator, the Draft Monitor, which uses ground pressure, transmitted through the upper link, to match pull-power to the load. Fine adjustments can be made without disturbing the original settings. This automatic control prevents a plow, for example, from digging too deeply or shallowing up as soil textures changes.

The MH50 is the first of the low-profile tractors to give farmers all benefits of front-mounted cultivation, according to L. M. Sweeney, vice-president in charge of sales. Most utility tractors, he explained, do not have the clearance or wheel base to accommodate a front-mounted cultivating unit, while the MH50 has adequate room to handle both 2 and 4-row cultivators.

Massey-Harris is making a bid for increased volume in the 4-row tractor class with the new 333 and 444, while the 555 is aimed at the large farm or ranch market.

The 333 and 444 are designed as successors to the company's popular 33 and 44 Special. A new 208 cubic-inch engine powers the 333; the 444 retains the 277 cubic-inch power plant of the 44 Special. Both are available in gasoline, diesel, and LP models.

The 555 features a 382 cubic-inch engine in gasoline, diesel and liquified petroleum models.

Engineered for today's hay and forage needs

Today's farm situation has brought a new appreciation of the exclusive advantages engineered into these Allis-Chalmers hay and forage machines.

The *cut-and-throw* cylinder of the Allis-Chalmers Forage Harvester, for example, is the key to big tonnage with low power requirements. It is the heart of a machine that makes man power, tractor power, time and feed crops all go farther.

Farmer experience with the Allis-Chalmers Forage Blower reflects a similar saving through the exclusive *blow-and-throw* fan.

Roll-up compression in the ROTO-BALER saves both tractor power and crop loss. It provides big-capacity haymaking with easy-running PTO drive. At the same time, round bales insure the crop against weather loss.

In the Allis-Chalmers power rake, selective control of reel speed and direction—in combination with positive PTO drive—provides raking and tedding action that handles hay gently at higher field speeds.

These cost-saving and timesaving features have always been important to power-wise farmers—and have become the differences that clinch sales for Allis-Chalmers dealers.

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION
MILWAUKEE 1, WISCONSIN

ROTO-BALER is an Allis-Chalmers trademark.



ALLIS-CHALMERS





New Loader and Spreader Offered by John Deere

WITH THE introduction of the new John Deere 95-Bushel Model "R" Spreader and the new John Deere No. 45 Quik-Tatch Loader, the Moline, Ill., company states that farmers can fit their manure-handling needs exactly.

The new 95-Bushel Model "R" Spreader fits into the John Deere line between the 70-Bushel Model "L" and the 120-Bushel, PTO-Driven Model "N". Especially made for medium-sized feeder and dairy farms, the new Model "R" is ground-driven.

The new No. 45 Loader goes on or off any John Deere Tricycle-Type Tractor in five minutes or less — with no heavy lifting — according to the manufacturers. It has the John Deere hydraulic system which requires no auxiliary oil tank.

Training Program Makes Skilled Mechanics

(Continued from page 125)

During these months the shop foreman keeps an eye on the trainee, helping him wherever he can, giving him pointers, guiding his progress, and keeping in touch with the supervising mechanic on how well the apprentice profits by instruction.

At the bench he is taught to grind valves and fit wrist pins, among other bench assignments. He is given work on various pieces of machinery, learning how to install new bearings and shafts, belts on balers, a new canvas on a baler, pick up teeth on a baler, etc. The more rapid his advancement, the more freedom he is given to work

on his own, with, of course, a check on his work by his immediate supervisor upon the completion of a job.

"He is taught right from the beginning that tools must be returned to their proper places on the tool board. We impress on him how important it is to report a broken tool so that immediate replacement can be made," Bell continued.

Whitmore and Arnold trains its apprentices to be all-round mechanics, able to carry out, skillfully and with efficiency, any job in the shop assigned to them. In the interest of greater efficiency

and greater speed, specialization is practiced throughout the service department, and with this view in mind, the two shop foremen are constantly on the lookout for special talents that become evident during an apprentice's training period.

"Some mechanics prove to be better on ignition work, some in installing a clutch in a tractor, some on transmission and rear end work. Some become especially skillful in working on balers," Bell explained, indicating there were two specialists on cornbinders, grainbinders and combines, and five on balers.

"We may have 10 mechanics working on balers, for example, but when it comes to knitter trouble, it takes an expert or specialist to handle a repair of this kind competently. On the other hand, a clutch repair does not require such specialists."

Recognizing individual abilities, a shop foreman assigns jobs to mechanics best fitted to carry them out. There are two men assigned to ignition work who have become expert and spend most of their time on this specialty. A specialist repairs diesel injection pumps in a section designated for this work. Two specialists handle refrigeration jobs, while still another devotes his time to small

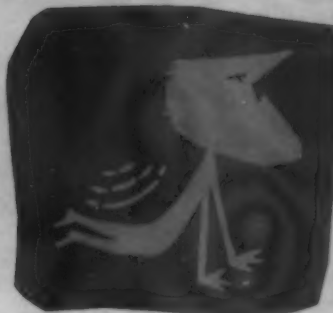
Turner Parade of Progress



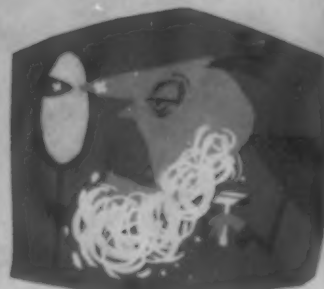
To celebrate its 50th anniversary, and the merger and acquiring of the Earthmaster Tractor and supplementing implements, Turner Manufacturing Co. staged a mammoth "Parade of Progress" recently in its home town of Statesville, N. C. Here "Queen" Lillian Head gets the official greetings from, left to right, Turner A. Duncan, president; Statesville Mayor Bagnal; and R. S. Dickson, Turner board chairman



1. This is the story of an ordinary man . . . worked from 9:00 to 5:00 . . . raised hamsters in his spare time . . . steered clear of doctors.



2. Oliver did twenty push-ups every morning . . . took long bracing walks in the fresh air . . . made sparing use of condiments and stimulants.



3. Then one day while he was shaving, he noticed a small lump. An icy hand reached out and clutched at his heart . . . This was it—CANCER!



4. Overnight Oliver became a changed man. He gave his hamsters to a neighbor, bought a small harp and a booklet entitled "Harp-playing for Beginners."



5. Instead of taking long bracing walks, he tottered into his lawyer's office, cut two nephews out of his will and hastily added a couple of codicils.



6. His lawyer, a man of real intuition, knew that where there's a will there's a way, and firmly bullied Dancer into seeing a doctor.



7. A complete checkup showed he was in perfect health, except for a minor tone deafness that would preclude much skill with the harp.



8. Dancer was so overjoyed he promptly went home and made out a very large check to the American Cancer Society, and that's what you should do, too.

AMERICAN CANCER SOCIETY

Gentlemen:

☐ I WANT TO HELP CONQUER CANCER

☐ Please send me free information about Cancer.

☐ Enclosed is my contribution of \$..... to the Cancer Crusade.

NAME.....

ADDRESS.....

CITY..... STATE.....

9. (MAIL TO: CANCER, c/o your town's Postmaster.) Help others and help yourself. Fight Cancer with a checkup and a Check.



What
a
temper!

Planet Jr. "PLANETIZED" Steels

They're the roughest, toughest steels
in the field—because Planet Jr.
hardens and tempers every
piece in its special Planetizing
process. Husky enough to
whip any soil into condition. Hard enough to
withstand constant pounding and
still come back for more. Non-
brittle—durable. Yet Planet
Jr. steels are sleek enough to give
increased speed, maximum efficiency
in the field. Over 200 Planet Jr. Steels for
every purpose, sweeps—furrowers
—steels! To stock 'em is
to sell 'em. You'll like
the repeat business on
the entire Planet Jr. Steel line.

**Finest
in the
Field**



Write for details today!

S. L. ALLEN & CO., Inc.
3421 N. 5th St., Philadelphia 40, Pa.

Gentlemen:

Please send me complete details on Planet
Jr. Steels.

Name.....

Address.....

City.....Zone.....State.....

AURORA offers

City-Dependable WATER
SUPPLY



beyond the Water Mains



NEW! AURORA® Submersible PUMPS

Designed and built by ex-
clusive builders of fine pumps,
Aurora Submersible Pumps com-
bine stamina and refinement for
performance through the years.
They provide water economically,
with dependability, to the suburban
home and the farm. There is a size
for every requirement.

For 4" and Larger Wells —
Capacities to 2,100 g.p.h. —
Water Levels to 400 feet

Noiseless, Freeze-proof,
Out of the way

Corrosion-resistant, Factory-
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Lubricated U. S. Motor

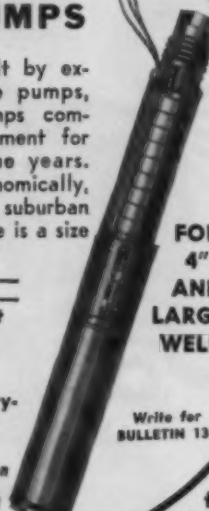
Easy, One-pipe Installation

A
SIZE
and TYPE

Backed by broad
AURORA Warranty

FOR
4"
AND
LARGER
WELLS

Write for
BULLETIN 130



for
EVERY
NEED

AURORA JET PUMPS

1/2 through 3 h.p. Capacities to 6,500 g.p.h.
Water levels to 150'.



AURORA Master

Turbine-Type WATER SYSTEMS



Capacities to 3,000 g.p.h. for Shal-
low Well or Booster Service.

For DRY BASEMENTS AURORA Submersible CELLAR DRAINERS

1/2 h.p. motor, stainless steel
cover, automatic, capacities
to 3,700 g.p.h. Weight 65 lbs.



See Your
AURORA
DEALER
or WRITE
for
FACTS

You Serve Your Customer Best
When You Specify AURORA

AURORA® PUMP DIVISION
THE NEW YORK AIR BRAKE COMPANY
77 DEARBORN STREET • AURORA • ILLINOIS



gasoline engines, working on power saws, garden tractors and power lawn mowers.

"If a mechanic has outstanding ability at working on a generator or on a magneto, we place him in these departments. At the same time, every one of our men is an all-round mechanic who has had training on each and every machine that we work with. This assures us that every job can be handled skilfully," said Bell.

Operating two shops, each under its own foreman, Whitmore and Arnold directs all motor and some baler work to one shop, and all farm implement repair to the other shop. This division was not planned originally, but developed during the course of expansion. It has relieved congestion and facilitates a smoother work flow.

Under the supervision of Co-partner Robert Arnold, who is a mechanical engineer, the two shop foremen diagnose all motor and machinery trouble, and assign jobs to the 30 mechanics manning their shops. Arnold is called upon for consultation only when unusually complex difficulty arises. With all-round training in motor and machinery operation, Arnold sometimes replaces an absent mechanic or fills in during peak production.

Teamwork

"Cooperation and teamwork make a shop's personnel more effective in production. We try to get our mechanics to help one another, to pass on to one another their experience, or any unusual procedure or approach they have discovered to a mechanical problem. It helps all of us to share information rather than hoard it for ourselves," Bell said. "We also feel that the training period goes more smoothly and better results are gained faster if patience and courtesy are practiced by the instructing mechanic."

Discussing a repair with a customer courteously, and appreciating the customer's anxiety for hastening a repair so that he can get his machine back into the field are matters that are taken up in the training course.

"We want our mechanics, right from the start, to try to put themselves in the customer's place. Getting a job out efficiently and with greatest speed will save money and time and anxiety for the farmer," Bell explained.

"It wins confidence and good will for the shop."

Stock... Display The Line of Least Resistance... Planet Jr.®

NEW, RUGGED PLANETILLER—power to spare with its dynamic 2¼ h.p. engine. It prepares seed beds, cultivates gardens, renovates lawns, mulches, cleans up borders. New Planetiller's 10" tines are self-cleaning, self-sharpening. Adaptable for deep or shallow cultivation. Two controls—clutch and throttle. Two-in-one power tool features quick change from tiller to rotary mower by using Planet Jr. A52T Rotary Attachment.



NEW SUPERIDER—handles single mower, heavy loads... even gang mowers with ease. And your customers ride as they work. Saves steps, time, money. Present owners of Super Tuffy Tractors can convert to Superiders for surprisingly low price—extra business for you.

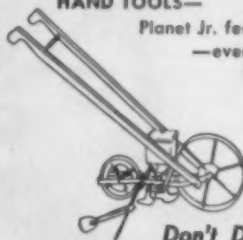


SUPER TUFFY—with new, modern design. Gives rugged, dependable service. Works with many year 'round attachments which interchange quickly, easily. Its 1½ h.p. engine is "super-tough" and makes lawn and garden jobs easy.



HAND TOOLS—

Planet Jr. features a wide selection of hand-operated equipment—everything for garden and lawn—and everything made to the high Planet Jr. standard of quality. Hand tool customers today are power tool customers tomorrow. They'll insist on the finest in the field... Planet Jr.



Don't Delay—Mail Coupon Today!

FINEST IN THE FIELD



S. L. ALLEN & CO., INC.
3421 N. 5th Street
Philadelphia 40, Pa.

Rush me the story on the items checked below.

☐ Planetiller ☐ Superider ☐ Super Tuffy ☐ Hand Tools

Name.....

Address.....

City.....Zone.....State.....



- GREEN** "Measure-Mark" for Campbell Proof Coil Chain
- RED** "Measure-Mark" for Campbell BBB Chain
- BLUE** "Measure-Mark" for Campbell High Test Steel Chain
- ORANGE** "Measure-Mark" for Cam-Alloy Chain

Chain sellers and users everywhere have been quick to recognize the advantages of new Campbell "Measure-Mark" Chain. No more cumbersome measuring—just count the colored five-foot markings. And you can instantly identify the proper grade of chain with Campbell's exclusive Color-Coding. Saves time—assures accuracy. Get all the details on this completely new time-and-labor-saving method of handling chain—available only from Campbell. Write today, or ask your Campbell Distributor.



Labels are Color-Coded, too, for instant identification. Space is provided for "Perpetual Inventory" to tell you at a glance just how much chain you have in stock.

AVAILABLE ONLY FROM
CAMPBELL CHAIN *Company*

Main Office, York, Pa.

West Burlington, Iowa • Portland, Oregon • Sacramento, Calif.

Makers of the famous Lug-Reinforced Tire Chains

J. I. Case Co. Appoints Cherry for Dallas Branch

THE J. I. CASE Co., Racine, Wis., recently announced the promotion of R. R. Cherry as manager of its Dallas sales branch. Cherry fills the position as a result of former manager J. P. Cody's recent ap-



R. R. Cherry

pointment as sales manager of the Case Industrial Division at Racine.

Cherry, a native of Texas, joined the Case organization in 1929 at the Dallas branch. Most recent duties have been as assistant branch manager.

CONVENTION DATES

Farm Equipment Dealers' Association of the Carolinas, annual convention, Feb. 12-14. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, A. A. Chappel, 210 National Bank Bldg., Wilson, N. C.

Mar-Del-Va Farm Equipment Association, annual convention, Feb. 5-7. Headquarters, Hotel Emmerson, Baltimore, Md. Secretary, Millard E. Eyler, Box 285, Winchester, Va.

Oklahoma Hardware & Implement Association, annual convention and show, Feb. 21-23. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, Aaron Gritzmaker, 512 Midwest Bldg., Oklahoma City, Okla.

Tri-State Hardware & Implement Association, annual convention, Feb. 13-14. Headquarters, Hotel Herring, Amarillo, Texas. Secretary, Marshall D. Shepherd, Box 660, Canyon, Texas.

POWER CHORING

New profit booster for implement men!

BARN CLEANER

The Jamesway Shuttle-Stroke outells all others. Installs easier, costs less, cleans better. Delivers direct to spreader. No gears or chains in gutter. Permits cleaning by hand if power fails.



SILO UNLOADER

This rugged Jamesway - Leach unloads grass or corn silage, frozen or unfrozen. Breaks up chunks . . . improves palatability. Saves time, feed. Prevents silo climbing accidents. Easy to install and service. A good profit item.



CATTLE FEEDER

Cattle men call it the greatest labor-saver yet! Delivers any feed to the far end of the bunk with proven Shuttle-Stroke action. Sells in perfect combination with silo unloader. Makes silage feeding a "push-button" job.



VENTILATION

Jamesway power ventilation is designed exclusively for farm use. Expels profit-robbing foul air, brings in fresh air, automatically. Extensive farm press publicity and Jamesway advertising make it a fast-seller for you.



POULTRY FEEDER

Dealers term this Jamesway Holly Magic-Flow another sales builder. It operates on new principle. Has no moving parts in the trough — nothing but feed. Fits any size building or flock. Easy to install. Smaller flock owners provide new market.



Dealers from coast-to-coast are proving it! Power Choring is the new profit opportunity for implement men today. It's a new, rapidly expanding market . . . a sales builder that helps you maintain full profits in the face of high operating costs and tougher selling conditions. Here's why —

DEMAND IS UP — Surveys show that while sales in some farm lines are down, demand is increasing for such Power Choring equipment as Jamesway barn cleaners, silo unloaders, mechanical cattle and poultry feeders and power ventilation. These statistics indicate that field work now requires only about 25% of the farmer's labor . . . while 55% of his man-hours are needed for choring.

FEWER TRADE-IN PROBLEMS — Every Jamesway sale is a clear-cut sale, a clear-cut profit. Every Jamesway unit is a good mark-up item.

LOW INVENTORY — Instead of carrying two lines — new and used equipment — you stock new equipment only. Jamesway supplies your entire sales needs with one complete, quality line and with convenient terms for dealers.

NEW MARKETS — You sell newly developed equipment in a newer, less competitive market where demand doesn't depend on the season. Farmers need Jamesway equipment the year around. Extensive Jamesway advertising helps you sell it.

FIRST WITH NEW FEATURES — Jamesway is a progressive company . . . the largest manufacturer of its kind. It has pioneered and developed Power Choring. This advanced engineering brings in new prospects for you. Makes Jamesway first with the new features your customers want.

Find out now about a Jamesway department for your business. A franchise may be available in your area. For details, write the JAMES MFG. CO., Dept. SH-2-6, Ft. Atkinson, Wis.

Jamesway

Ft. Atkinson, Wis.

Lancaster, Pa.

Los Angeles 63, Calif.

FIRST IN POWER CHORING



Case Offers New "200" for Multiple Harvesting

THE NEW CASE "200" Forage Harvester provides for multiple harvesting operations, according to the J. I. Case Co., Racine, Wis. A choice of three different "base units" is available for use with any of four crop heads. Base units vary according to number of knives, P.T.O., or engine drive. Crop heads are specialized; including a 60-inch cutterbar head, row-crop head, windrow pickup head, and corn picker-chopper head.

In the economy model "210" a four-knife flywheel is used in standard cutting for grass silage, corn, or sorghum silage. Instead of baling, farmers who prefer to chop cured hay will have the model "220", a six-knife base unit machine. For heavy duty custom work or large farm operations, the Model "225" includes an air-cooled integral engine.

Under normal harvest conditions, J. I. Case claims the Picker-Chopper head will pay for itself in two or three seasons. Besides picking ear corn, it chops all the

stalks and leaves. The chopped material may be used for feed, livestock-bedding, or blown on the ground for faster than normal decomposition. Besides these features, provision is made for saving all loose or shelled corn.

The Case "200" Series Forage Harvester also features high tonnage per hour capacities. Case attributes the high capacity to a different method of mounting knives on the flywheel.

Operating convenience is achieved by locating mechanical or hydraulic controls within easy reach of the operator from the tractor seat.

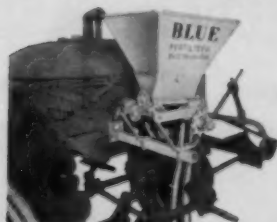
Demonstrations Pave Way to Added Sales

(Continued from page 128)

tion and some on follow-up visits to prospects and nearby neighbors.

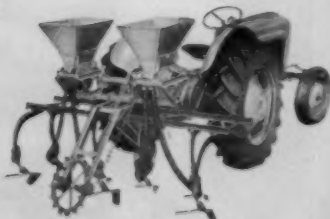
Where a farmer showed real interest, but was skeptical about what the machine would do he allowed him to handle it on trial without obligation. "I've sold quite a number of these plant setters in

UPHILL or
The
BLUE
DOWNHILL
Tractor Side-Dresser
Gives Positive Accuracy



with
Original "Auger-Feed"
Easy Adjustment
Quick Mounting
Easy Cleaning
Tractor Axle Drive Units
For All Tractors

For Rear Tool Bar
Type Tractors
Ground driven
units extend
over tractor
cultivator rig



1-2-4 Row Outfits

JOHN BLUE CO., INC.

Huntsville, Alabama Dependable Farm Equipment Since 1886

FULLY GUARANTEED
AS TO QUALITY, FIT AND FINISH

STAR
SERVICE SHARES



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Also, we are now introducing a new line of Star Blade-Type Plow Shares—in regular and short patterns—made from solid steel, rolled to our own strict specifications, and automatically heat treated for maximum strength and wearing qualities. You'll want complete details now.

STAR MANUFACTURING COMPANY

DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

pairs," he explained, "and I've never yet had to take one back from a dissatisfied user."

One farm owner walked into his store and saw a plant setter on the display floor. "I like the looks of that machine," he said, "and I tried to get another dealer to let me take one out on trial. He told me that when I start using a machine it would have to be mine. However, I can't put my money into a new thing like this until I know that I can use it to advantage."

Morris told the farmer to take the equipment and try it to his satisfaction and keep it only if he liked it. The customer took it and kept it.

"In almost every farm neighborhood there usually is a leading farmer — one who has quite a lot of influence over surrounding land owners. He is the key man that we approach in introducing a late model into a given area. If we can sell him and get him to give the machine a good name, we usually close out many more sales in the same community. If possible, we hold the private demonstration on his farm."

In putting on these demonstrations Morris says it is very important to have on hand a skilled mechanic who thoroughly understands the implement himself. If the machine doesn't perform well under such a test and the mechanic has to do a lot of fumbling to locate the trouble spot it will do much to discourage a sale.

He says the machine should be thoroughly checked and tested out at the shop before it is sent out. Every working part should be performing well to avoid the slightest risk of trouble during the demonstration. And if something happens in spite of anything anyone can do the operator should know immediately how to adjust it.

"We line up some of our warmest prospects on these farm tests — especially when everything works out well," he explained. My salesman and I work each neighborhood thoroughly before we leave it unless there is an unusually bright prospect elsewhere. I tell my salesman to pick out his best prospect for the day and sell him if he can, and then work back over the same neighborhood until he has contacted every other possibility in that area.

"Some dealers say they can't afford to waste too much time on cold canvassing. I find that it pays off especially in the rural areas

off the main highways where the landowners haven't already been contacted to death by all the dealers in the county. Every farm owner who works his farm at all is a prospect. He can't cultivate that land without tools and somebody's got to sell them to him. If I don't do it somebody else will. He not only has to buy our kind of products and service but he has to keep on buying them as long as he keeps farming. It means that no matter where you stop to canvass you've got a more or less warm prospect all the time. I tell

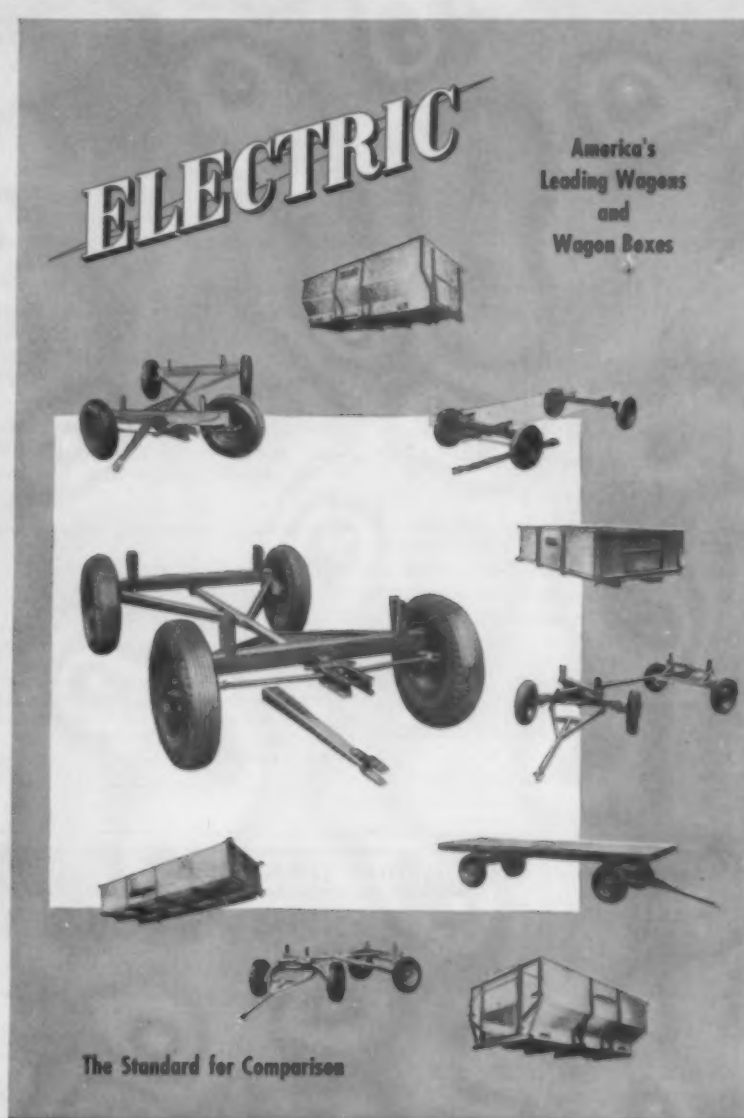
my field salesman that if he doesn't sell a new contact the first time he will sell him sooner or later — especially if he cultivates his friendship and keeps up a tactful relationship."

Morris constantly uses direct mail to stay in contact with farmers in his trade territory. Some of these mailings are seasonal, factory literature. But when he stages a demonstration he writes the invited spectators personal letters.

While he puts strong emphasis on the canvass of secondary and dirt roads his own Princess Anne

ELECTRIC

America's
Leading Wagons
and
Wagon Boxes



The Standard for Comparison

ELECTRIC WHEEL COMPANY • 2803 Cedar, Quincy, Illinois

Farm Equipment Co. is on one of the most heavily traveled highways in the Tidewater area of Virginia. Someone made a check of this travel route and found that an average of 13,000 vehicles a day pass that way.

Morris knows that farmers comprise a big part of this traffic, and he located his plant where the world could learn he was in business.

He puts on many silent demonstrations here. He has a fine front view from the road, and he uses it to line up some of the latest models of equipment. The front display room also carries an attractive display.

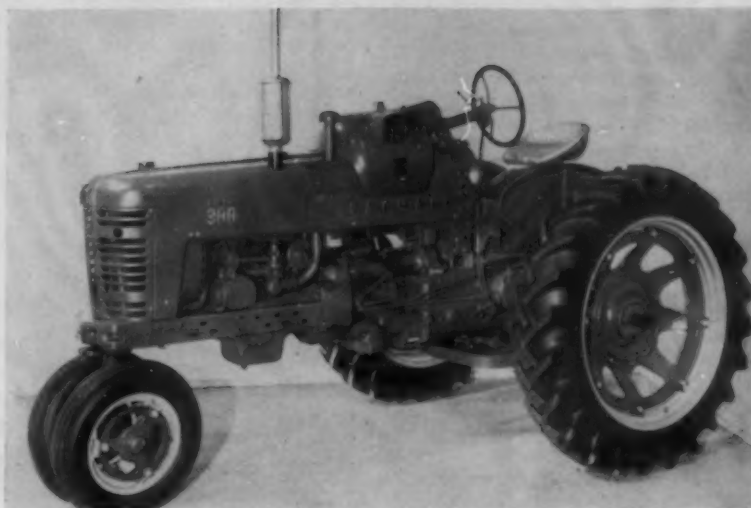
In short, it is a prominent location next to where maximum farm traffic goes by. Morris makes the most of it. Many of the prospects in whom his field salesman stir an interest out in the rural areas drop in to see what it is all about. A good percentage of them are sold on the spot.

The Princess Anne Farm Equipment Co. is owned by four equal partners: L. C. Briggs, F. C. Clay, W. A. Upton and J. A. Morris, who manages the business.

New Farmall 300 LP Gas Tractor Now Available

A NEW TRACTOR model, the McCormick Farmall 300 LP gas, is announced by the International Harvester Co., 180 North Michigan Ave., Chicago 1, Ill. The new full three-plow LP gas tractor develops about the same power as the Farmall 300 with gasoline engine, which was officially tested at 39.84 belt, and 35.87 drawbar horsepower, according to the manufacturers.

Company officials point out that



the Farmall 300 LP gas tractor is designed specifically for maximum efficiency and performance from liquified petroleum fuels. Features include higher compression ratio, 12-volt electrical system, micron-type fuel filter, special carburetor, regulator-vaporizer unit, and a completely sealed fuel system with special tank and controls. The tractor is said to be fully protected by safety and excess-flow valves, and conforms to all safety codes.

A new fuel tank also has been

announced for the 4-plow Farmall 400 LP gas tractor. The new tank is designed to provide improved operator visibility, for close work with such forward-mounted implements as cultivators.

Both tractors also are available as high-clearance models, and can be equipped with such features as Torque Amplifier drive, Fast-Hitch, independent power take-off and new Hydra-Touch implement control.

Correction

In an article on International Harvester's 300 Utility tractor published in the December issue of Southern Farm Equipment, drawbar horsepower for the tractor was listed erroneously as 29.48. In correction of its original release, the company has announced that the figure should have read 39.48 drawbar horsepower.

Case Model G-8 Ammonia Applicator Announced

"LIVE OPENERS" are the principal feature of the new Case Model G-8 Ammonia Applicator recently announced by the J. I. Case Co., Racine, Wis. The "live openers" are rotating spindles used to penetrate and loosen the soil for more thorough application and covering. De-

4178

Instant Locking Pin 5/16" or 3/4"

"Big Orange" Pin 5/16", 3/4" or 1"

BUY BIG ORANGE AND YOU BUY THE BEST

FORGED OF Hi-Strength STEEL

Tractor, Plow and Harrow Clevises — Hay Hooks
Shackle Chain Hooks — Hitch and Clevis Pins

EXTRA STRONG

EXTRA TOUGH

4 TYPES OF BIG ORANGE CLEVISES
11 Numbers Up to 1" Body with 1 1/8" Pin

For Big Orange Hi-Strength Products
Ask Your Jobber or Write Us

MIDLAND INDUSTRIES, Inc.

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4278

SLIP HOOKS Available for Chain Sizes 5/16", 3/8", 1/2"

HAY HOOKS 2 Types 3 Sizes

**DOWN
TO
25 FT.**



F & W Multi-Stage Centrifugal—2, 3, or 4 Stages. $\frac{1}{2}$ -5 H.P. Motors. 2100-7200 G.P.H. @ 10 ft. @ 20 P.S.I.



F & W "VARIJET"—40-70% more water, yet cuts current used. $\frac{1}{2}$ - $\frac{1}{2}$ H.P. Motors. 700-1800 G.P.H. @ 10 ft. @ 20 P.S.I.



F & W "Multi-Purpose" Jet—Easily changed in deep-well use. $\frac{1}{2}$ -1 H.P. Motors; 1 or 2 stages. Pressures to 180 lbs.; Maximum capacity 950 G.P.H.



F & W Piston Pump for 25 ft. depth. $\frac{1}{2}$ - $\frac{1}{2}$ H.P. Motors, single or twin cylinders. Capacities to 450 G.P.H.

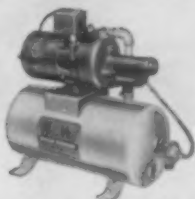
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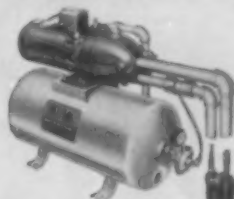
F & W Centrifugal Jet—Single stage. $\frac{1}{2}$ - $\frac{1}{2}$ H.P. Motors, maximum capacity 900 G.P.H.



F & W Centrifugal Single Stage Jet with patented F & W Automatic Control Valve & Speedichange Rotary Seal.



F & W Economy "Multi-Purpose" Jet. $\frac{1}{2}$ H.P. Motor. 300 G.P.H. @ 15 ft. & 20 P.S.I. Easily changed to deep well.



F & W "Multi-Purpose" Jet as deep well pump. Removes jet and installs at proper depth in well. No extra parts to buy.

**TO
150
FT.**



F & W Multi-Stage Jet—2 stage. $\frac{1}{2}$ -1 $\frac{1}{2}$ H.P. Motor. Maximum capacity 1395 G.P.H. Control Valve, Speedichange Seal, Air-Injector.



F & W Multi-Stage Jet—2 and 3 stage. 2-5 H.P. Motors, maximum capacity 3000 G.P.H. Exclusive F & W features.

**TO
200
FT.**



F & W Multi-Stage Jet—3 stage. 1-2 H.P. Motors. 1430 G.P.H. Control Valve, Speedichange Seal, Air-Injector.

**TO
250
FT.**



F & W Multi-Stage Jet—4 stage. 1 $\frac{1}{2}$ -2 H.P. Motors. 980 G.P.H. high pressure. Exclusive F & W features.

**TO
660
FT.**



F & W 5", 8" & 12" Stroke Piston Pumps—1-5 H.P. Motors. Maximum capacity 1700 G.P.H. with 12" stroke.

**F&W
WATER SYSTEMS**
Performance-Proved Since 1866

... GIVE YOU EVERYTHING

PUMPS FOR EVERY NEED—Only a few of available models shown here. Send for complete catalog.

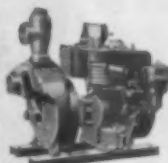
IMPORTANT FEATURES THAT REALLY SELL! Patented VARIJET, Automatic Control Valve, Speedichange Rotary Seal and many others.

ADVERTISING to sell farm, suburban and builder prospects.

LIBERAL PROFIT

SATISFIED CUSTOMERS Since 1866

Branch Warehouses and Offices in Albany, New York; Orlando, Fla.; Shreveport, La.; Cedar Rapids, Iowa; Charlotte, N. C.



F & W Centrifugal Contractor's Pump—Single stage, 2 H.P. gas engine rating. Capacities to 90 G.P.H. at 25 ft. head and 3600 R.P.M. For general drainage, and filling operations. Easily portable.

F & W Submersible Multi-Stage Pump— $\frac{1}{2}$ -5 H.P. Motors. Capacities to 3,000 G.P.H. Depths to 1,000 ft. Simple, easy to install, self-lubricating. Automatic.



F & W 6" Stroke Piston Pump— $\frac{1}{2}$ -1 H.P. motors, depths to 330 feet, maximum capacity 480 G.P.H.

F & W Multi-Use Centrifugal Pumps—One and two stage. Capacities to 165 G.P.H. Pressures to 80 lbs. $\frac{1}{2}$ -7 $\frac{1}{2}$ H.P. Motors. Irrigation, Air-conditioning, and General Use.



F & W Column Type Sump Pump— $\frac{1}{2}$ H.P. Motor. Lifts to 20 ft. 3,000 G.P.H. at 5" Automatic, Thermal overload protection. Submersible Collar-Drainer also available.

FLINT & WALLING MANUFACTURING CO., INC.

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New FORD ^{step-on} **LOADERS**

ONE EASY STEP

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be with Ford than to watch Ford!***

The new Ford-designed loaders are far-and-away the best performing loaders ever tailor-made for Ford Tractors!

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**TRACTOR AND IMPLEMENT DIVISION
FORD MOTOR COMPANY
Birmingham, Michigan**



to the driver's seat

The new "forward" design of these new loaders leaves the sides of the tractor open. It means easy "one step" mounting for the operator from either side of the tractor. No more climbing over hitches or loader frames. No more strains or cracked shins. All the way through, Ford's new loaders are designed with advanced features.

new!

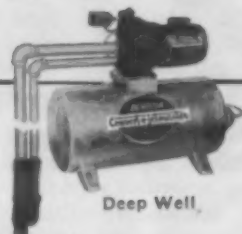
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Shallow Well

Thrifty 1/3 H.P.
or
Powerful 1/2 H.P.



Deep Well

DEMPSTER Convert-o-jetmaster WATER SYSTEMS

Dempster Convert-o-jetmaster lets you offer the advantages of convertible water systems to fit most water conditions! No more trouble in areas where water conditions have made other seals fail — or where falling water tables have made a single purpose water system ineffective. In the Convert-o-jetmaster you get both durability and adaptability. The filters in the patented cartridge stuffing box in the Convert-o-jetmaster stand guard against sand and grit — filtering it out before it can reach the packing. This stuffing box means a better seal, low power loss and more pumping power. A removable bronze sleeve eliminates all wear on the motor shaft.

Dempster's new Convert-o-jetmaster retains all the advantages of the Dempster Convert-o-jet line: Quick conversion from shallow well to deep well operation without extra cost except for the pipe; low investment (only slightly higher than Convert-o-jet models); choice of thrifty 1/3 or powerful 1/2 HP ball bearing motor; top quality material and construction throughout.

Dempster Convert-o-jetmaster will deliver to 835 gals. of water from a shallow well — go down to 90 ft. in deep well operation.

For Trouble-Free sales — feature the Trouble-Free Dempster Convert-o-jetmaster!

Write or call today for new 4-page Convert-o-jetmaster folder!

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BEATRICE, NEBRASKA

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a Better Deal for your customers . . . a Better Profit for you . . . when you sell **WISCONSIN-POWERED Combines and Balers**

The advertisement reproduced in full size at the right, will appear in more than 25 leading farm papers (national, regional, state and provincial) through the United States and Canada, during February, March and April.

WHY YOUR COMBINE or BALER



SHOULD BE WISCONSIN- POWERED



This is the 4-cylinder, V-type Wisconsin Air-Cooled Engine used extensively on leading makes of combines and the larger balers.



Several leading makes of Balers are now powered by this compact, powerful Wisconsin 2-cylinder engine, delivering up to 15 hp.

The chances are good that every farmer in your trading area who grows grain or grass crops will see this "reason why" message not just once, but several times . . . in his favorite farm publications.

This is important to you, as a dealer, for several good reasons:

1. We are *pre-selling* Wisconsin-powered combines and balers to your customers with good, solid facts that you can support with confidence.
2. You make a better profit on a Wisconsin-powered combine or baler sale because you sell both a *machine* and an *engine* . . . as a single unit, *plus* eventual parts and service.
3. Your farmer customers benefit because of the reasons stated in the advertisement.
4. Every Wisconsin-powered combine or baler you sell will help you sell other types of Wisconsin-powered equipment because of the universally satisfactory performance of Wisconsin Heavy-Duty Air-Cooled Engines.

Make the most of this unbeatable combination. Sell Wisconsin-powered combines and balers. Reprints of the above (right) advertisement available to you free for handouts or for circularizing your customers . . . supplied through your Wisconsin Engine distributor. Write us for his name and address if you do not have it.

MORE CAPACITY—You can run your equipment at full capacity at all times without shifting gears because maximum ground speed can be maintained with Tractor Throttle Control.

FASTER—You cover more acreage per day because the tractor ground speed does not affect the uniform, efficient operation of the equipment. The Wisconsin Engine carries the operating load.

BETTER—Whether working in flat or hilly fields, light or heavy crops, on rough terrain, going around corners . . . your Wisconsin-powered equipment operates at top efficiency.

SAFER—Equipment individually powered by Wisconsin Engines eliminates the possibility of accidents caused by operator coming in contact with unshielded PTO when stepping off tractor.

EASIER—You operate your equipment with less fatigue and "time out" when a Wisconsin Engine carries the load because gear-shifting and operating tension are reduced to a minimum. You get more work done.

CHEAPER—A smaller tractor can be used to pull your Wisconsin-Powered equipment, releasing your more expensive, larger tractor for heavier work. This should result in worthwhile savings in tractor operating costs.

These are some of the reasons why leading builders of Combines and Balers include Wisconsin Heavy-Duty Air-Cooled Engines as original equipment . . . reasons why you, too, should specify Wisconsin-powered machines. Write for Bulletin S-165 — and see your dealer.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN

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different tools
in this picture-

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Red Devil Tools.

IRVINGTON 11, N. J., U. S. A.

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Up to 65 Acres a Day with Ingersoll Discs!

Versatile is the word for International Harvester's big McCormick No. 22-H plow. It's great as a one-way . . . can be set to cultivate . . . may be used to make seedbeds. And equipped with those big, husky 22-inch Ingersoll discs it *covers as much as 65 acres a day!*

That's the kind of performance Ingersoll discs are built for. Built to take the daily strain of big-acreage work. Made from Ingersoll's exclusive TEM-CROSS® steel, the super-tough tillage steel that's cross-rolled for long life and maximum resistance to impact and wear. Then heat-treated by a special Ingersoll process to assure proper hardness, eliminate warping, and add extra toughness and resistance to abrasion.

All leading implement makers equip tillage tools with Ingersoll discs, and have them available for replacement use. So when *your* customers need disc replacements, order Ingersoll discs direct from the manufacturer of the implements *you* sell. That's the way to be sure of Ingersoll quality—for real satisfaction to your customers.



Farmall 100 tractor pulling McCormick No. 1-F131 2-furrow Fast-Hitch disc plow equipped with Ingersoll discs.



Ingersoll
PRODUCTS DIVISION
BORG-WARNER CORPORATION
Chicago 43, Illinois



McCormick No. 4-F40 4-furrow Fast-Hitch disc plow equipped with Ingersoll discs.

Ingersoll
Heat Treated
Discs

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